

EDMONTON

The City With a Great Future



**TOURIST
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View of the City and Saskatchewan River

(R.C.A.F. Photo)

Welcome to Edmonton!

The city gates are open wide! The people of Edmonton are glad to see you and a warm and friendly welcome awaits you here. We are proud of our city and we want you to like it, too.

For that reason, this booklet has been prepared especially for you. It was compiled with the express purpose of guiding you about the city and helping you to get acquainted with Edmonton and its people. We sincerely hope that you will find it interesting and helpful. We have included a large number of fine photographs to make it a valuable souvenir of your holiday in Edmonton.

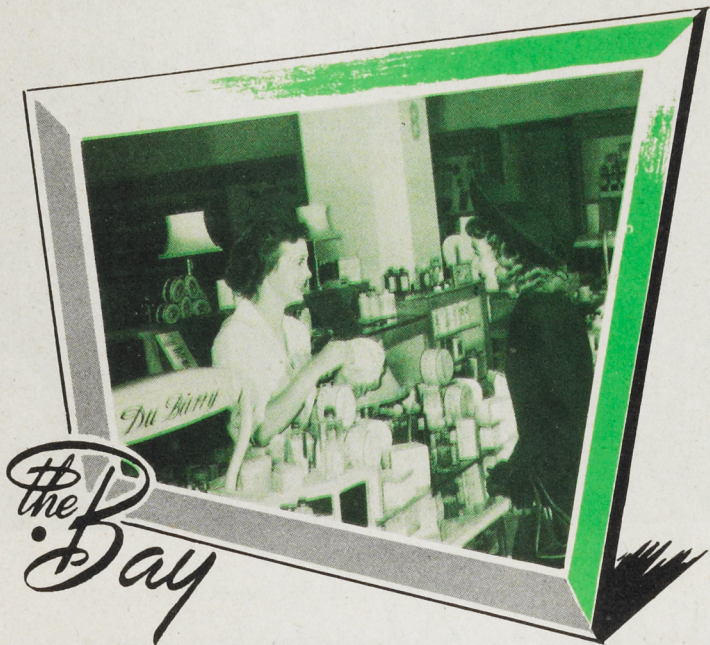
We of Edmonton firmly believe that this city is not only a grand place to visit, but also a wonderful place to live. We know that you will want to return some day. We hope that you will want to stay.

In this little booklet we present you with the key to the city. May you enjoy every minute of your visit and, when you leave, may you take with you many pleasant memories to store in your holiday treasure-trove.

—THE PUBLISHER

Published by the **HAMLY PRESS, LIMITED** Edmonton, Alberta

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the Bay

"Your Friendly Store"

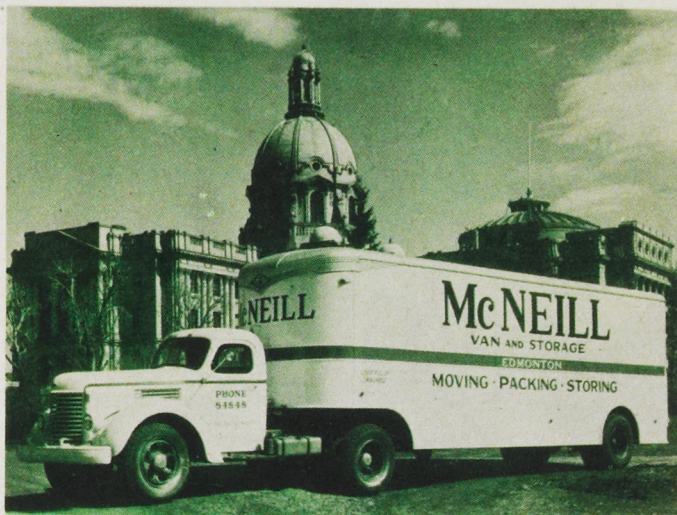
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CITY OF

Edmonton

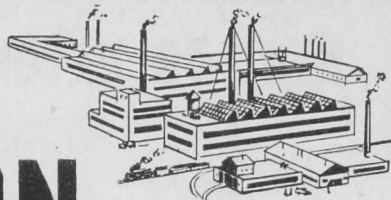
	N	E
	W	S
Mileages to		
Vancouver	770 miles	
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Fairbanks, Alaska	2024 miles	
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CENTRE OF BUSINESS & EDUCATION

Edmonton owns her own utilities, including one of the finest airports. Located here is the University and Edmonton is the focal point for railroads and airlines serving in all directions. A city in the land of plenty where living is pleasant.



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THE CITY OF EDMONTON

A BRIEF HISTORICAL BACKGROUND

HERE is more than 150 years of colorful history behind the City of Edmonton. For over a century and a half men with vision and imagination, men who made things happen, have played their parts in the dramatic shaping of the city's destiny.

The present City of Edmonton had its first beginnings in the fierce struggle between two great rival trading companies, the North West Company and the Hudson's Bay Company, for the rich fur trade of the great North West. For the sake of mutual protection from the warlike Indians, and for mutual surveillance, the two companies built their lonely western posts, Fort Augustus and Fort Edmonton, side by side on the banks of the Saskatchewan River. The post founded in 1795 by the Hudson's Bay Company was the first Fort Edmonton. About 1807 both forts were destroyed by Indians, and two new posts were later established farther up the river, just below the present site of the Parliament Buildings. Both forts were abandoned about three years later, and not re-occupied until about 1819. The two companies united in 1821, and under the firm guidance of the fiery Chief Factor James Rowand, the little community began to build its reputation for warm hospitality and friendly commerce.

When in 1871 Rev. George McDougall erected the first building outside the fort's stockade, and several families took up land along the river, the village of Edmonton was founded.

The lonely little outpost led a precarious existence for many years, though it was the only stopping-off place, the centre and gathering point for the westbound march of civilization. The Saskatchewan river was the only highway across the plains until the coming of steel in 1891, and up its sluggish waters came freight-laden little boats bringing many distinguished and colorful visitors—missionaries, artists, traders, botanists and adventurers.

Administration Buildings, Edmonton.



Following its course came the old Red River carts, bringing the first settlers to the prairies.

But the village was as yet an isolated settlement and the wintering of the Royal North West Mounted Police there in 1874 was a welcome contact with the outside world.

In 1879 a telegraph line was at last established between Winnipeg and Edmonton. However, the future of the little settlement was still uncertain when, in 1880, Frank Oliver, who had arrived about 1875, founded the first newspaper, the "Edmonton Bulletin." This man had an abounding faith in the great possibilities of the young settlement, and for many years it was he, with his newspaper, and in his official capacities as a member of the North West Territorial Council, member of the Dominion Parliament and Minister of the Crown, who led the town of Edmonton through those years when it was battling for its very life. To the Honourable Frank Oliver the present city of Edmonton owes more than to any other one man who influenced its growth to maturity.

The City, Edmonton.





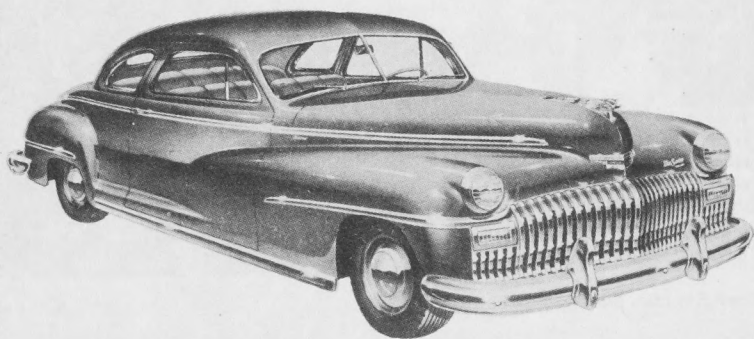
Jasper Avenue, Edmonton, Today

(R.C.A.F. Photo)

It is only a little over 75 years since the first small settlement was established outside the palisade gates of the old fort. But many things have happened in that time and many sudden and unpredictable events have had an important bearing on the virile growth of the city. The North West Rebellion brought tragedy and a new determination and importance to the little town. During the Klondike Gold Strike of '98 Edmonton was starting point of the overland route to the north, and the population was accordingly swelled by this new turn of events. In 1904 the thriving community became a city and two years later was made the capital of the newly formed province of Alberta. Through these years the City of Strathcona had also been growing up on the other side of the river, and in 1912 these two cities became one, the old city of Strathcona now being known as South Edmonton. The two cities were linked by a huge traffic bridge and with the coming of the railways linking the city with the east, the west and the great Mackenzie River valley of the north, the industrial future of Edmonton was assured.

Today the solitary little outpost of the Great North West Territories has become a great sprawling metropolis, gateway to the vast north country and crossroads of the world.

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EDMONTON TODAY

WHAT a contrast is the big, modern city of Edmonton of today to that wilderness trading post of long ago! Only fifty years ago prospectors, outfitting here for the rush to the Klondike, found a sprawling little pioneer town just beginning to grow. Today the tourist finds a busy, bustling metropolis, a city of great modern buildings, wide paved streets and fine homes.

There is a strong flavor of enthusiasm, of interest and excitement—of things happening, big things, in this Edmonton. People are busy. Much is being accomplished. There is something akin to urgency in the fast pace of industrial growth of the city. No staid and settled old town, this, but a young, strong, thriving city, standing on tiptoe to glimpse the future—impatient to achieve the inevitable greatness that is daily forecast by new events and new expansion.

Focal point of a rich farming, lumbering and mining district, and situated at the threshold of the great Peace River country and the vast north, Edmonton, railhead of the province, is the natural marketing and distribution centre for the riches of land and mine, forest and stream. The development of the great new Leduc oil-field, only 16 miles to the south, brings promise of greater things. With the finishing of the huge refinery now in progress, and the establishment of a lubricating plant, Edmonton will be in a position to supply the whole of the west with high quality oil products.

Panoramic View of Edmonton City

(Photo by Hamly, Edmonton)





View of the City and Saskatchewan River from South Edmonton (Photo by Hamly, Edmonton)

Industry grows apace. Inexhaustible supplies of coal and gas make available the necessary power for all types of industrial project, from garment manufacturing and food processing to iron and sheet metal foundry. These tremendous natural reserves make the city the natural location for establishing industry in the west. Complete information regarding industrial opportunities, markets, and costs of operation may be obtained from the Edmonton Industrial Development Board.

One of the important wholesale and jobbing centres of the continent, Edmonton also does a tremendous retail mercantile business, for the city is the main shopping centre for northern and central Alberta. In the business section of the town are left only a few of the original buildings of "Old Edmonton", and high above them proudly tower the many storeys of tall office buildings and sleek, modern department stores. All down Jasper Avenue gleam acres of display windows, and hundreds of flashing neon signs and dignified gold-leaf lettering proclaim every kind of merchandise and business service imaginable. Edmonton has become a great commercial and financial centre.

There is beauty, too, in the residential districts of the city, where many fine modern homes with landscaped grounds command magnificent views of the sweeping river valley.

Edmonton is unique in its public ownership of its telephone and transportation systems, as well as light, water and power plants. Other public services, such as the city gas supply and the milk supply are operated by private concerns.

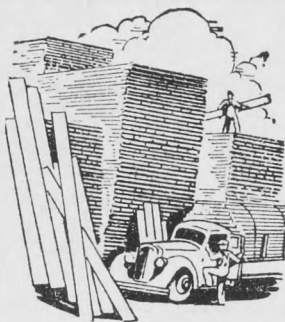
There are, in the city, seven large, modern hospitals, well equipped and well staffed, fifty-six schools, including Commercial and Technical High Schools, and the provincial University, which enjoys an enviable reputation in educational circles, is located here. Two excellent libraries, and the Edmonton Museum of Arts are open to the public every day.

There are many active groups in the city interested in art, music and drama, and much fine work is produced each season by these people. Interest in outdoor recreation is also keen, and the city's athletic parks, golf courses, tennis courts, bowling greens, swimming pools and skating rinks are always in constant use. Several large motion picture theatres, dancing spots and night clubs cater to the city's night life.

And what of the people of the city—this meeting-place of a hundred races? They are a friendly, energetic people—a busy people who work hard and play hard, but always have time for the friendly word that welcomes the stranger to their gates. Brisk, lively, alert, typically western in their broad outlook, their breezy manner, and their cordial hospitality, the people of Edmonton look into the future with confidence. They have great faith in their city and they are fully aware of the tremendous proportions the present expansion may reach.

Only a visit to the city, a mingling in its crowds, can convey to the outsider the essential feeling of the town and the great portent of things that are happening here right now. Edmonton bids you welcome!

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J. C. Burger Lumber Co. Ltd.

Edmonton, Alberta

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One of the Many Beautiful Golf Courses of Edmonton

(Photo Courtesy Alf. Blyth, Edmonton)

INTERESTING FACTS ABOUT EDMONTON

Altitude	2,182 feet	Number of Hospitals	7
Area	41.84 square miles	(With bed capacity of 2,066)	
Parks and playgrounds	2,146 acres	Number of Hotels	23
Population	114,976	Number of Schools—	
Number of dwelling units	35,697	Public Schools	37
Number of businesses	3,699	Seperate Schools	19
Airport area	750 acres	(With 18,500 pupils)	
(664,036 square yards of concrete runways and aprons)			

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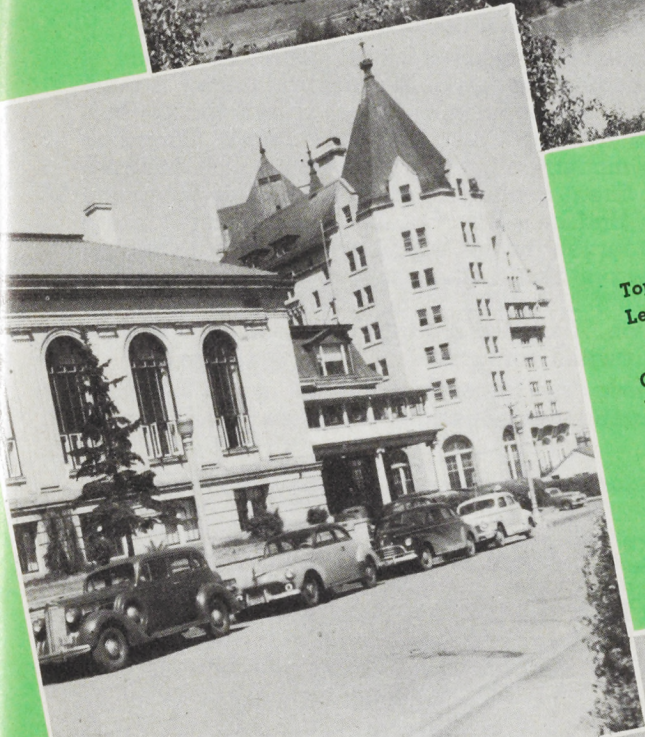
EDMONTON TODAY

Top: View of the Alberta
Legislative Buildings from the
south side of the river.

Centre: The Edmonton Public
Library and the Macdonald
Hotel.

Bottom: The new, modern
building of the City Telephone
Company.

(Photos by Hamly - Edmonton)



SHOPPING CENTRES

*I*T IS in the shopping and business district of a city that you "get the feel" of the place—where you get your finger on its pulse, and discover its essential character. The visitor to Edmonton finds that the shopping centre here reflects a brisk, wide-awake personality, an optimistic, forward-looking point of view. The stores are busy; the merchandise is up-to-the-minute, and of top quality; displays show enthusiasm and "savoir-faire". The whole tempo of the city is quick, confident and decisive.

Three large, modern department stores serve the needs of Edmonton and surrounding district. C. Woodward Limited, a huge six-storey structure, is very popular and does a tremendous business in the city. The T. Eaton Co., a familiar name in Canadian business, has a very modern, attractive store here which occupies a whole city block. Great confidence in the future of Edmonton is displayed by the Hudson's Bay Co., the old pioneer concern whose name figures largely in the building of this great country. This company is now building a whole new storey to its beautiful large department store in order to accommodate the growing needs of a growing Edmonton. A smaller organization, Johnstone-Walker Limited, is a locally owned concern.

In addition to these fine, large departmental stores there are many smart women's and men's specialty shops, such as Duncan's

Duncan's

LADYWEAR LTD.

*"For Clothes
You Love
to Wear"*



North Side of Jasper Avenue at Third Street



YOUR COMPLETE DRUG SERVICE

Whether you are downtown, on the south side, or just leaving your doctor's office, there is a Sprague Drug, conveniently close, to serve you.

DOWNTOWN

10144 - 100th Street

SOUTH SIDE

7807 - 109th Street

McLEOD BUILDING DISPENSARY

508 McLeod Bldg.

EDMONTON

ALBERTA

Lady Wear, Val Berg's Men's Wear and the Smile Hat Shop. And of course there is a goodly number of hat shops, shoe shops, furniture and hardware stores, progressive pharmacies, among them the three Sprague Drugs, and clean, bright groceterias. Knowles' Jewellery is typical of the several jewellers, and there are a number of retail and manufacturing furriers. One of the neat little gift and souvenir shops is the Irish Linen Shop, well known for its fine, pure Irish linens.

The tourist will really enjoy a shopping tour in Edmonton, for the merchandise is comparable to any on the continent, fashions come straight from the drawing boards of the world's famous fashion centres, the stores are bright and attractive, and the sales-people are friendly and courteous, their one desire—to please!

REMEMBER OUR ADVERTISERS

The space bought by our advertisers has made this NATIONAL issue possible. Your patronage of them will make it possible again. Circulation, 25,000 copies.



SHOPPING CENTERS

Top: Two of Edmonton's large departmental stores — the T. Eaton Co. Ltd., and C. Woodward Ltd.

Centre: The Hudson's Bay Co. store in Edmonton.

Bottom: Jasper Avenue, main artery of the Edmonton business district.

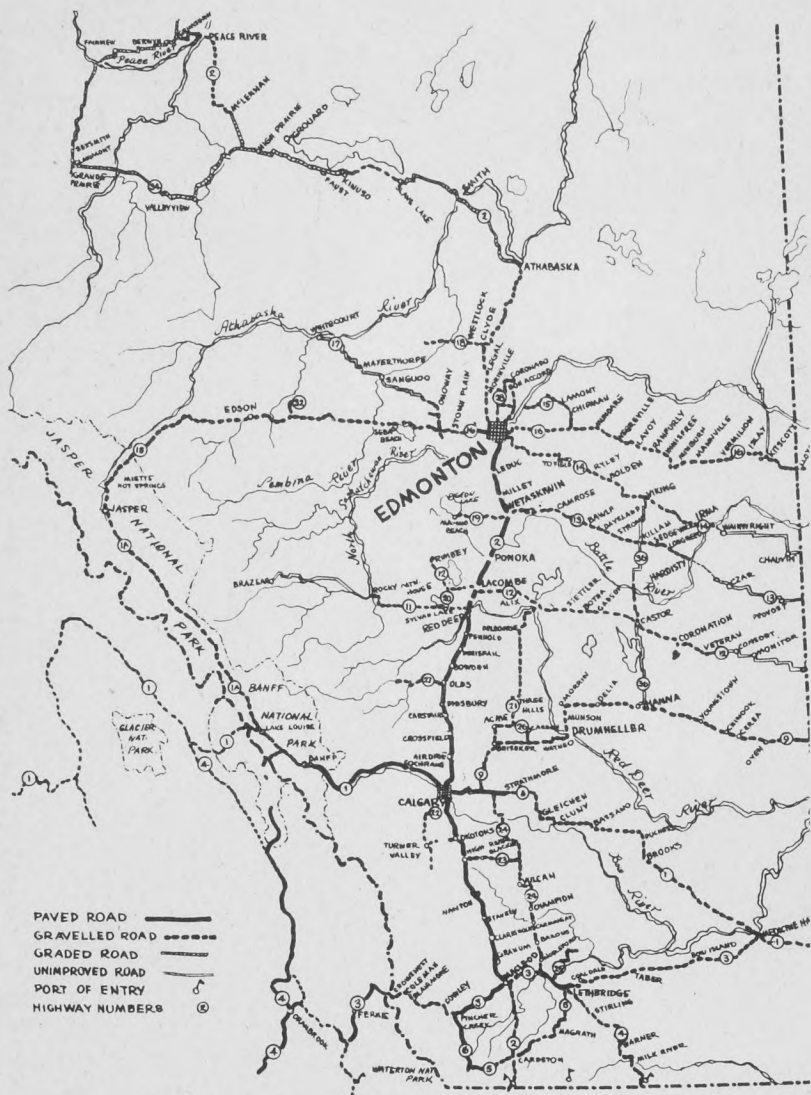
(Photo by Hamly - Edmonton)

Beautiful Mt. Edith Cavell in Jasper National Park.

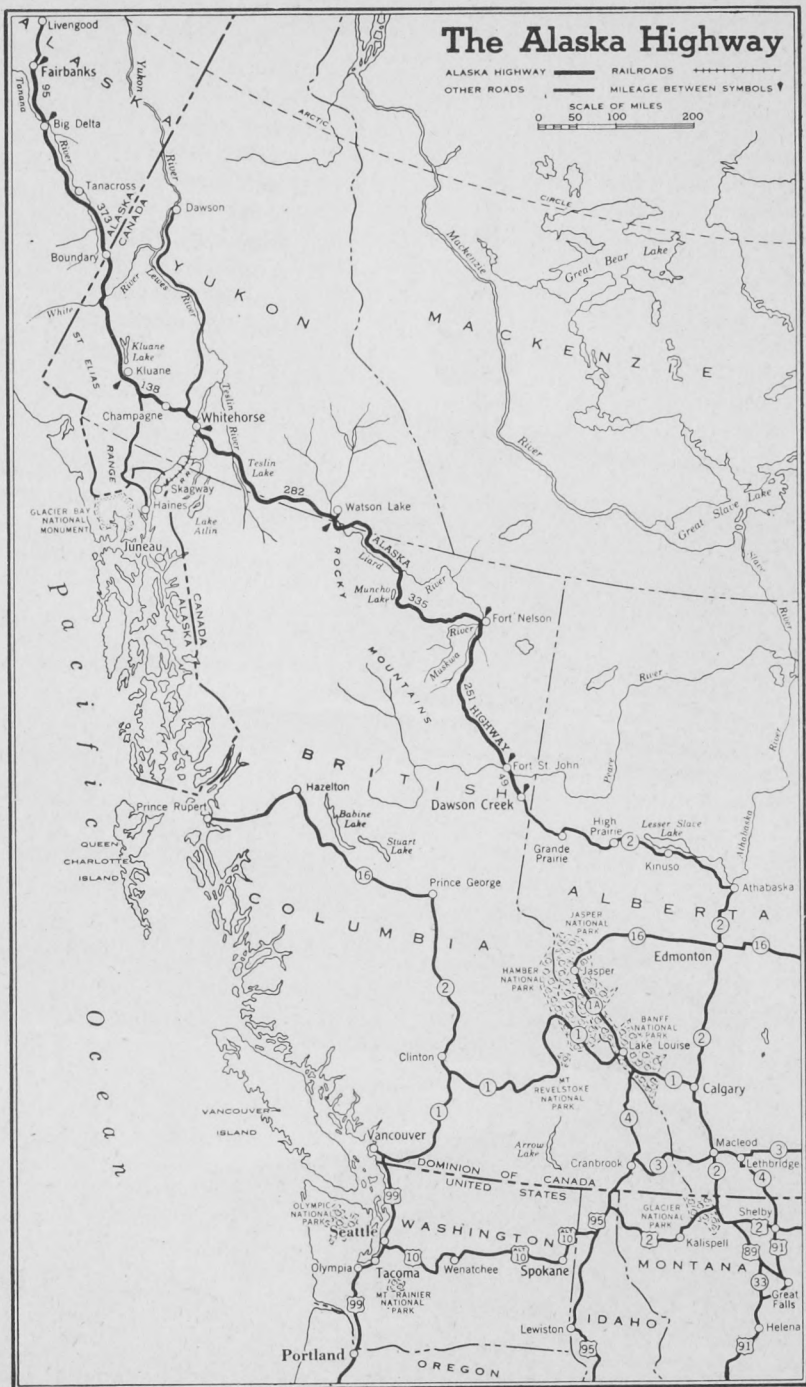
(Photo Courtesy H. Rowed, Jasper)



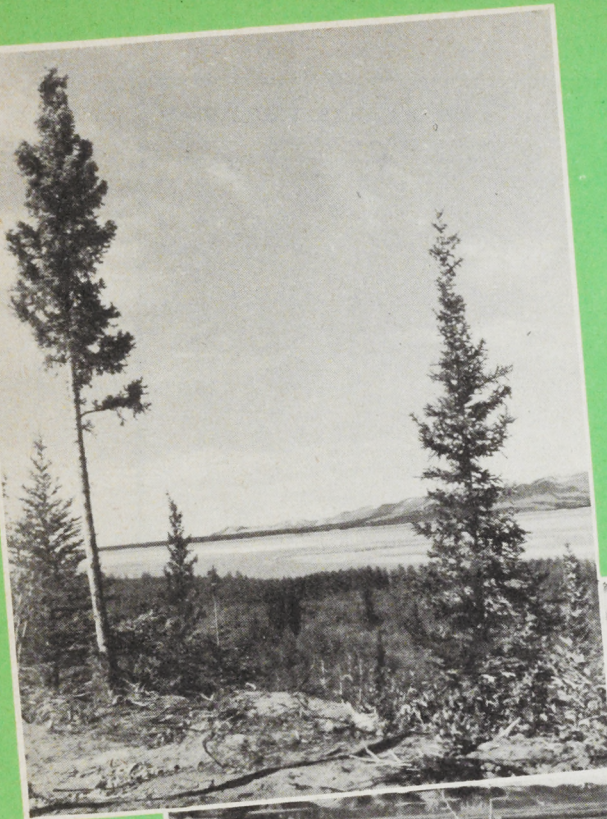
ALBERTA'S HIGHWAYS



The above map shows Alberta's well-planned system of highways, on which the Province is expending large sums of money annually in their extension and improvement. Today Alberta has 521.38 miles of Hard Surface, 2,699.15 miles of all-weather Gravelled Roads, and another 14,338 miles of improved High-Grade Market Roads; in all a total of 17,558.53 miles of highways.



The Alaska Highway,
built by the U.S. Army
Engineers through the
vast, lonely wilderness
of the north, is one of
the great engineering
feats of the century.
Pushing back the last
frontiers of this contin-
ent, it penetrates a coun-
try of scenic grandeur
almost untouched by
man.



THE ALASKA HIGHWAY

HERE is a tremendous appeal for the tourist in the romance and adventure of a trip along the famous Alaska Highway—into the land of the midnight sun, along the gold rush trail of '98, penetrating a vast wilderness untouched by the hand of man. Pushing back the last frontiers of the north, the highway traverses a wild and beautiful country of mountain, lake and forest. Unsettled, except for infrequent small outposts or the occasional mining project and highway construction camp, this territory is a paradise for the hunter, fisherman or cameraman.

Edmonton is the starting point of the trip, but the highway proper begins at Dawson Creek, terminal point of the Northern Alberta Railway, 475 miles from Edmonton. From Dawson Creek, the highway, a gravelled, all-weather road, runs 1,523 miles to Fairbanks, Alaska, 1,221 miles of which is in Canada and 302 miles in Alaska.

Permits to travel on the Alaska Highway are no longer required, but arrangements for accommodation should be made in advance.

Travel on the highway should not be attempted in the early spring or late fall, as ice conditions at these times makes the ferry crossing of some of the large rivers between Edmonton and Dawson Creek impossible. It should be noted that the maximum load permitted by the Smoky River ferry is 12 tons. The preferred season is from June to October. Due to difficulties that may be encountered on the long grades, the use of heavy trailers with passenger cars is not recommended. Reports on the condition of approach roads in Alberta may be obtained from the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta.

Loading and clearance regulations are as follows:

- (a) Unrestricted gross weight, 15 tons.
- (b) Special multiple axle or trailer type maximum gross, 30 tons.
- (c) Maximum axle load, 12 tons.
- (d) Axle spacing, 14 feet.
- (e) Maximum vertical clearance, 14 feet.

Camp-grounds, with adequate cooking facilities, have been prepared along the route for the use of travellers who are equipped for camping and who carry their own supplies. Roadside accommodation—hotels, stores, meals, gas, oil and repairs are available along the entire route. A list of these facilities appears at the end of this article. The traveller should check these stops and plan carefully, for he cannot expect any help in the matter of food, shelter, or automotive repairs from Northwest Highway System Maintenance Camps.

There is also a public telephone and telegraph service operated by the Northwest Communication System at certain stations along the route. The Northwest Communication System ties in with

other Department of Transport facilities at aerodromes in the region. Bus service is maintained between Dawson Creek and Fairbanks for travellers without automobiles. Information regarding bus schedules and fares may be obtained from the British Yukon Navigation Co. and from O'Harra Bus Lines at Whitehorse, Y.T.

There is no limit to the amount of cash one may bring into Canada from the United States for personal use, but there are certain restrictions on the amount of goods that may be brought across the border. Personal belongings, sporting goods, camping equipment, radios, musical instruments, still and movie cameras, film not exceeding six rolls, typewriters for personal use, 50 cigars, 200 cigarettes, 2 pounds of manufactured tobacco, small amounts of consumable goods (one or two days' food supply), gasoline and oil sufficient for 300 miles of travel may be brought into Canada free of duty or deposit.

Fish and game regulations must be observed and licenses are required. Copies of the fishing regulations for Yukon Territory may be obtained from the Department of Fisheries at Ottawa, and game regulations from the Northwest Territories and Yukon Services, Department of Mines and Resources, Ottawa, Canada. For similar regulations governing British Columbia write to the Provincial Game Commissioner, 650 Burrard St., Vancouver, B.C.

Requests for further information concerning travel or general information about the Alaska Highway should be addressed as follows:

Concerning the Yukon Territory: Controller of Yukon Territory,
Dawson, Y.T.

Concerning British Columbia: Dept. of Trade and Industry, Victoria,
B.C.

Concerning Alaska: U.S. Department of the Interior, Juneau, Alaska.

Any General Information: Director, Provincial Publicity and Travel
Bureau, Edmonton, Alberta.

If you are heading for the Alaska Highway this year, you will have a wonderful trip if you carefully plan the journey beforehand. If you are not equipped for camping, make arrangements for accommodation in advance. Remember that the road was built through the wilderness as a military highway and do not expect luxury on the way. A good first aid kit and sufficient spare tires, tubes and car tools should be included in your equipment. All types of equipment and supplies may be purchased in Edmonton.

Happy motoring! May your journey be a memorable experience in travelling.

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The space bought by our advertisers has made this NATIONAL issue possible. Your patronage of them will make it possible again. Circulation, 25,000 copies.

ACCOMMODATION AND ROADSIDE FACILITIES AVAILABLE ON THE ALASKA HIGHWAY

Mile	Location	Services and Facilities Available	Beds
0	Dawson Creek, B.C.	Hotels, Stores, Meals, Gas and Oil, Repairs	140
49	Fort St. John, B.C.	Hotels, Stores, Meals, Gas and Oil, Repairs	130
52	Charlie Lake, B.C.	Meals, Gas and Oil	—
101	Blueberry, B.C.	Meals, Gas and Oil	4
147	Beatton River, B.C.	Stores, Meals, Gas and Oil, Minor Repairs	30
171	Mason Creek, B.C.	Hotel, Meals, Gas and Oil, Minor Repairs	10
201	Trutch, B.C.	Meals, Gas and Oil, Minor Repairs	—
232.5	Prophet River, B.C.	Store, Meals, Gas and Oil	20
233	Prophet River, B.C.	Meals, Cabins, Gas and Oil	—
300	Fort Nelson, B.C.	Hotel, Store, Meals, Gas and Oil, Repairs	70
392	Summit Lake, B.C.	Meals, Gas and Oil, Minor Repairs	30
397	— B.C.	Store, Meals, Gas and Oil, Minor Repairs	6
423	Racing River, B.C.	Meals, Gas and Oil	—
456	Muncho Lake, B.C.	Meals, Gas and Oil	—
533	Coal River, B.C.	Hotel, Meals, Gas and Oil, Minor Repairs	14
620	Lower Post, B.C.	Hotel, Stores, Meals, Gas and Oil, Minor Repairs	40
632	— Y.T.	Camp-grounds	—
634	Watson Lake, Y.T.	Hotel, Store, Meals, Gas and Oil	40
710	Rancheria, Y.T.	Meals, Gas and Oil, Tires	30
733.4	— Y.T.	Gas and Oil	—
777	Morley River, Y.T.	Hotel, Meals, Gas and Oil, Repairs	22
804	Teslin, Y.T.	Hotel, Store, Meals, Gas and Oil	14
836.6	— Y.T.	Meals	10
843	— Y.T.	Hotel, Meals, Gas and Oil	16
872	Judas Creek, Y.T.	Cabins, Meals, Gas and Oil, Camp-grounds	10
883	Marsh Lake, Y.T.	Hotel, Meals, Gas and Oil	30
918	Whitehorse, Y.T.	Hotel, Stores, Meals, Gas and Oil, Repairs	100
967	Mendenhall Creek, Y.T.	Camp-grounds	—
974	Champagne, Y.T.	Store	4
996	Canyon Creek, Y.T.	Meals, Gas and Oil, Repairs	14
1013	Haines Junction, Y.T.	Camp-grounds	—
1022	Bear Creek, Y.T.	Store, Meals	4
1094	Burwash Landing, Y.T.	Hotel, Store, Meals, Gas and Oil, Repairs	40
1105	Kluane River, Y.T.	Camp-grounds	—
1152	Lake Creek, Y.T.	Camp-grounds	—
1184	Dry Creek, Y.T.	Hotel, Meals, Gas and Oil	40
1206	Snag, Y.T.	Canadian Immigration and Customs	—
1210	— Y.T.	Meals, Gas and Oil	8
1213	Mirror Creek, Y.T.	Camp-grounds	—
1221.4	Canada-Alaska Boundary		
1226	Scottie Creek, Alaska	Store, Gas and Oil	—
1270	Northway, Alaska	Store, Gas and Oil	—
1318	Tok Junction, Alaska	Meals, Store, Gas and Oil	40
1428	Big Delta, Alaska	Meals, Gas and Oil, Stopover	—
1458	Richardson, Alaska	Meals, Gas and Oil, Repairs	—
1523	Fairbanks, Alaska	Hotels, Stores, Meals, Gas and Oil	—

AUTO-TOURIST COURTS

The finest tourist camps in the west are found in Alberta, and those in Edmonton are among the best. The traveller who wishes to stay in a tourist cabin while in the city will find that cleanliness, comfort and convenience are watchwords of camps here. All are modern, well designed, and well furnished and equipped. Edmonton auto courts are:

A.M.A. Edmonton Bungalow Tourist Camp—71st Avenue and 104th Street.

Clock Auto Court—West Edmonton, 156th Street and Stony Plain Road.

Kingsway Cabins—11311 Kingsway, Edmonton.

Roost-er-Rest Cabins—6622 104th Street (on Edmonton-Calgary highway).

Tourists who plan to go on to Jasper Park will find excellent accommodation there; some cabins are quite luxurious in their appointments. Some of the tourist camps at Jasper are:

Athabasca Falls Bungalow Camp

Auto Tent Cabins

Bolli's Cabins

Rainbow Tent Cabins

Tekarra Lodge

Pine Bungalow Cabins

Kiefer's Kosy Cabins

Lake Edith Camp

Miette Hot Springs Bungalows

Beckers' Bungalows, 38 miles from Jasper

HOTEL ACCOMMODATION IN JASPER AND VICINITY

Jasper Park Lodge (C.N.R.), 4 miles from Jasper

Astoria Hotel

Athabasca Hotel

Pyramid Hotel

Tonquin Valley Camp, 26 miles from Jasper

Medicine Lake Chalet, 22 miles from Jasper

Maligne Lake Chalet, 32 miles from Jasper

Any further information on Auto and Tourist Camps may be obtained from the Director, Provincial Publicity and Travel Bureau, Edmonton, Alberta. Phone 916460.

A.M.A. Auto Court, Near South City Limits

(Photo by Hamly, Edmonton)



A HEARTY WELCOME TO OUR CITY!

Modern, attractive,
comfortable
accommodation
awaits you at
your



Edmonton Bungalow Tourist Camp

"The Finest Tourist Camp in Western Canada"

104th Street at 71st Avenue

Edmonton, Alberta



IN THE LEDUC OILFIELD

Photograph by William Kensit

SMITH'S DRUG STORE LTD.

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Phone 21591

THE BANFF-JASPER HIGHWAY

Miles from Banff (read up)	POINTS OF INTEREST	Miles from Jasper (read down)
86.5	*SASKATCHEWAN RIVER BRIDGE AND CROSSING Situated below the confluence of Howse, Mistaya, and North Saskatchewan Rivers.	99.0
86.0	PARK WARDEN'S CABIN	99.5
85.5	MOUNT WILSON to the north	100.0
83.5	*MISTAYA CANYON , reached by trail (1/2 mile) The Mistaya River plunges through a canyon which reaches a depth of 200 feet.	102.0
81.0	MOUNT SARBACH to west across the valley	104.5
80.0	KAUFMANN PEAKS to west across the valley	105.5
77.0	MOUNT MURCHISON to northeast	108.5
76.0	*MOUNT CHEPHREN across the valley to west Named after one of the Egyptian pyramids, this peak dominates the valley for many miles.	109.5
75.1	*LOWER WATERFOWL LAKE , Public Camp-ground	110.4
74.5	MOUNT MURCHISON to north This mountain flanks the highway on east for 6 miles.	111.0
74.0	UPPER WATERFOWL LAKE Widening of Mistaya River.	111.5
71.0	MOUNT NOYES to east. Silverhorn Creek	114.5
67.5	MOUNT PATTERSON across the valley to west	118.0
65.5	PEYTO GLACIER visible from the highway	120.0
64.0	PARK WARDEN'S CABIN	121.5
63.5	PICNIC AND CAMP GROUND	122.0
63.0	*BOW PASS SUMMIT , 6,785' From the summit a trail leads to a lookout over Peyto Lake (1/2 mile). Magnificent views available.	122.5
61.0	NUM-TI-GAH LODGE and cabins	124.5
60.0	*BOW LAKE . Headwater of Bow River At the western end may be seen Bow Glacier.	125.5
57.7	*CROWFOOT GLACIER across the valley to west	127.8
52.8	MOSQUITO CREEK CAMP-GROUND Park warden's cabin. Bow Peak to the west.	132.7
48.5	HECTOR LAKE VIEW POINT , lake to the west	137.0
44.5	WAPUTIK PEAK AND RANGE to west Mount Hector to the east.	141.0
39.8	HERBERT LAKE . Cutthroat trout fishing	145.7
36.6	LAKE LOUISE SKI LODGE	148.9
36.5	LAKE LOUISE JUNCTION Intersection, Trans-Canada Highway (No. 1) and Banff-Jasper Highway (No. 1A). Lake Louise, 3 1/2 miles to west; Yoho National Park, 7 miles west.	149.0
36.4	PIPESTONE RIVER and bridge	149.1
35.8	MT. TEMPLE VIEW BUNGALOW CAMP . Gas station	149.7
34.0	CORRAL CREEK and bridge	151.5
31.0	MOUNT TEMPLE (11,636') across valley	154.5
28.5	BAKER CREEK . Good fishing when water clear	157.0
19.7	*CASTLE FORKS Castle Junction Auto Court and gas station. Intersection of Trans-Canada Highway (No. 1) and Banff-Windermere Highway to Kootenay National Park. Castle Mountain resembles huge castle.	165.8
19.2	PUBLIC CAMP-GROUND , Castle Mountain	166.3
16.0	JOHNSTON CANYON BUNGALOW CAMP Tea Room. Gas station. The Canyon, which is half a mile distant, is accessible by trail.	169.5
15.9	PUBLIC CAMP GROUND , Johnston Creek	169.6
13.3	REDEARTH CREEK VALLEY to southwest Snow-capped Mt. Ball at head of the valley.	172.2
8.0	HOLE-IN-THE-WALL in Mount Cory, to north	177.5
7.1	MASSIVE RANGE TO SOUTHWEST Mounts Bourgeau, Massive, Brett, and Pilot.	178.4
6.9	AF-TON-RO (Evening Peace). View point	178.6
5.0	BOURGEOU RANGE across valley to south	180.5
3.5	THIRD VERMILION LAKE	182.0
3.0	BEAVER DAM and lodges at side of road	182.5
2.5	*SECOND VERMILION LAKE Sulphur Mountain across Bow Valley to south. To southeast is a fine view of Mount Rundle, 9,838'.	183.0
1.5	FIRST VERMILION LAKE , south side of road	184.0
1.3	JUNCTION, STONEY MOUNTAIN DRIVE Ascends Stoney Squaw Mountain to Mt. Norquay Ski Club and grounds. Distance, 3 1/2 miles.	184.2
0.0	TOWN OF BANFF Headquarters of Banff National Park. Altitude, 4,538'. Hotels, stores, C.P.R. station; hot springs and bath-houses. To Banff Springs Hotel, 2 miles; Lake Louise, 40 miles; Calgary 85 miles.	185.5

Miles from Banff (read up)	POINTS OF INTEREST	Miles from Jasper (read down)
185.5	*TOWN OF JASPER Headquarters of Jasper National Park. Altitude 3,472'. Hotels, stores, C.N.R. station. To Jasper Park Lodge, 4 miles; Miette Hot Springs, 38 miles; Edmonton, 235 miles.	0.0
184.7	JUNCTION with road to Athabasca River, Old Fort Point, Henry House Memorial, and Lac Beauvert Loop (2 miles)	.8
183.8	KIEFER'S BUNGALOW CAMP	1.7
181.4	BECKER'S BUNGALOW CAMP . Whistlers Creek	4.1
178.7	PORTAL CREEK	6.8
176.9	ASTORIA RIVER , which drains Amethyst Lakes in Tonquin Valley	8.6
176.8	JUNCTION, MOUNT EDITH CAVELL ROAD Nine-mile drive to tea house at the foot of Angel Glacier on Mount Edith Cavell.	8.7
172.0	CONFLUENCE , Whirlpool and Athabasca Rivers	13.5
171.5	VALLEY OF CROOKED TREES Lodgepole pines growing in fantastic shapes.	14.0
170.5	*WHIRLPOOL RIVER CROSSING Fine view of Mount Kerkeslin to the southeast.	15.0
168.0	LEACH LAKE . Rainbow trout fishing	17.5
165.7	TRAIL TO GERALDINE LAKES (6 miles) (Rainbow trout fishing).	19.8
165.4	*ATHABASCA FALLS . Picnic ground Here the Athabasca River drops into a deep canyon which is crossed by the highway bridge. Trailer and auto camps.	20.1
165.3	TRAIL TO HORSESHOE LAKE (3 miles) (Rainbow trout fishing).	20.2
161.5	*ATHABASCA RIVER VIEW POINT Fine views of Mounts Christie, Brussels, and Fryatt. Rocky Mountain goat are frequently seen on the steep banks below the view point.	24.0
152.7	TRAIL TO HONEYMOON LAKE (300 yards) Good fishing.	32.8
152.3	TRAIL TO BUCK LAKE . (200 yards). Fishing	33.2
150.5	*SUNWAPTA FALLS JUNCTION Bungalow Camp and tea room. Spur road leads to falls and picnic ground, half a mile distant.	35.0
140.1	POBOKTAN CREEK . Stoney Indian for "owl"	45.4
135.5	JONAS CREEK . Picnic Ground	50.0
129.5	BEAUTY CREEK AND FALLS	56.0
125.5	TANGLE CREEK Near foot of grade which ascends lower slopes of Wilcox Peak.	61.0
122.5	*SUMMIT VIEW POINT Overlooks deep canyon of Sunwapta River. Fine views of Mounts Kitchener and Snow Dome to the west.	63.0
119.5	*COLUMBIA ICE-FIELD CHALET . Gas station Fine views of Mount Athabasca, Snow Dome, and Athabasca Glacier. A spur road leads to the foot of the glacier which issues from the great Columbia Ice-field.	66.0
118.5	PICNIC GROUND in Sunwapta Pass	67.0
116.5	SUMMIT SUNWAPTA PASS . 6,675' Marks the boundary between Banff and Jasper Parks.	69.0
114.0	MOUNT ATHABASCA and glaciers to west	71.5
113.5	SOUTH PEAKS, MOUNT ATHABASCA , in view	72.0
110.5	PANTHER FALLS reached by a short trail 600 foot drop of Nigel Creek.	75.0
108.0	FOOT OF BIG HILL Winding grade around southeast ridge of Mount Athabasca. The Saskatchewan Glacier, source of the North Saskatchewan River, lies behind a low ridge to the west.	77.5
102.5	PUBLIC CAMP-GROUND on North Saskatchewan River Mount Saskatchewan to the west.	83.0
101.5	MOUNT COLEMAN forms eastern wall of valley	84.0
99.0	GRAVEYARD Gravel flats littered with bits of whitened driftwood resembling bones, situated at the confluence of the North Saskatchewan and Alexandra Rivers.	86.5
97.0	MOUNT AMERY to west. Glacier on summit	88.5
89.5	PUBLIC CAMP-GROUND . Mt. Murchison southeast	96.0
87.5	SASKATCHEWAN RIVER BUNGALOW CAMP Gas station. Mount Wilson to northeast.	98.0
86.5	SASKATCHEWAN RIVER BRIDGE and crossing Situated below the confluence of Howse, Mistaya, and North Saskatchewan Rivers.	99.0

***IDEAL POINT FOR PHOTOGRAPHY**

NOTE: An up-to-date map is available on request to the Alberta Government Travel Bureau, Legislative Buildings, Edmonton, or at the information bureaus or administration buildings in Banff and Jasper.

HOTELS

The best welcome to the weary traveller arriving in a strange city is a comfortable place where he can relax and divest himself of the dust of travel. The visitor to Edmonton will find a friendly welcome awaiting him at any of Edmonton's hotels. The service is pleasant and the accommodation is comfortable, clean and inviting. Hotels of the city provide about 1800 rooms but it is advisable to make reservations in advance.

Macdonald Hotel, 100th Street. Phone 28181.

Corona Hotel, 10625-37 Jasper Avenue. Phone 27106.

King Edward Hotel, 10180 - 101st Street. Phone 24161.

Selkirk Hotel, 101st Street and Jasper Avenue. Phone 24111.

Royal George Hotel, 10229 - 101st Street. Phone 27101.

Yale Hotel, 10013 Jasper Avenue. Phone 25158.

Guest Hotel, 10141 - 105th Street. Phone 27718.

Grand Hotel, 10266 - 103rd Street. Phone 24196.

Lincoln Hotel, 10266 - 102nd Street. Phone 23354.

Leland Hotel, 10351 - 102nd Street. Phone 24203.

Cecil Hotel, Jasper Avenue at 104th Street. Phone 21131.



Tasty Chinese cuisine or your favorite Canadian dishes specially prepared to please the most discriminating palate.

Teacup Reading between 1:00 and 5:00 o'clock in the afternoon

Open from 11:30 a.m. to 3:00 a.m.

PHONE 22815 FOR ORDERS TO TAKE OUT

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Edmonton, Alberta



One of the Fine Hotels of the West

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True western hospitality . . . smart, modern appointments . . . excellent service . . . the utmost in comfort.

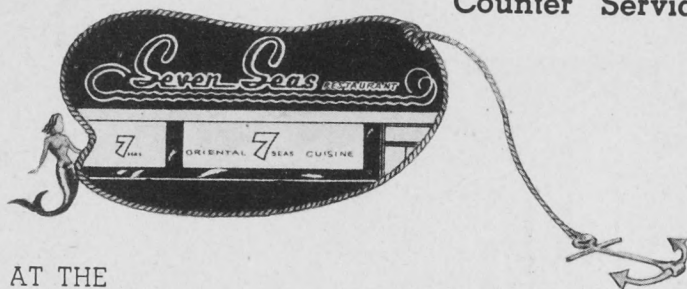
Our air-conditioned Dining Room and Coffee Shop are cool and comfortable, and the high quality of the food and service is always the same.

The King Edward Hotel

10180 - 101st Street, Edmonton, Alberta

ORIENTAL CUISINE

Table and
Counter Service



AT THE

Seven Seas

Dining at the Seven Seas is an experience no visitor to Edmonton should miss. To all who delight in truly fine food, tastefully prepared, and attractively served, we extend a cordial invitation.

Realizing that pleasant surroundings and careful service enhance the enjoyment of good cookery, we have provided the finest restaurant facilities in the province.

Accommodations for Large Parties and Family Groups

EXOTIC ORIENTAL DISHES and
FINE CANADIAN COOKERY

PHONE 25069 FOR RESERVATIONS

10525 Jasper Avenue

Edmonton, Alberta

PLACES TO DINE

Whatever your dining mood, quiet or gay, hasty or leisurely—whether your tastes lean toward the exotic and different, or toward hearty, plain foods—there is a place in Edmonton to cater to your whim of the moment; quiet, well mannered hotel dining rooms where the service is excellent; ultra-smart modern restaurants, several specializing in Chinese cookery; and quite a number of coffee shops and lunch counters.

May we introduce you to several downtown places where dining is a pleasure—

HOTEL DINING ROOMS

Macdonald Hotel Dining Room—100th Street
Corona Hotel Dining Room—10625 Jasper Avenue
King Edward Hotel Dining Room—10180 - 101st Street

RESTAURANTS

Merrick's Fine Foods, Embassy Room and Counter —10344 Jasper Avenue	The Purple Lantern, Chinese Cuisine — 10049 - 101A Avenue
Johnson's Cafe — Jasper Avenue and 101st Street	Royal George Restaurant — Royal George Hotel
Seven Seas, Chinese Cuisine — 10525 Jasper Avenue	Commodore Grill — 10064 - 100th Street
Mandarin Gardens, Chinese Cuisine — 9955 Jasper Avenue	Shasta Cafe — 10009 Jasper Avenue
The Lingnan, Chinese Cuisine — 10132 - 97th Street	The Windsor Tea Room, Chicken Dinner —10326 - 100th Avenue
	Ye Olde English Fish and Chip Shop — 10316 Jasper Avenue

COFFEE SHOPS AND LUNCH COUNTERS

Hudson's Bay Co. Lunch Counter — 102nd Street and Jasper Avenue	Picardy's — 10122 Jasper Avenue
T. Eaton Co. Coffee Shop — 10220 - 101st Street	The Dell — 10135 Jasper Avenue
Woodward's Coffee Shop — 101st Street and 102nd Avenue	Rony's Coffee Shop — 10657 Jasper Avenue

THE CORONA HOTEL

Invites the traveller to enjoy quiet, comfort and unobtrusive good service in a well appointed hotel.

Our dining room is noted for the
excellence of its food and service.

10625 Jasper Avenue

Edmonton, Alberta

GARAGES

The tourist stopping at an Edmonton garage or service station may expect friendly, courteous service. Attendants are always happy to serve tourists, and you will find them very obliging about giving directions or answering questions—and the service is, of course, modern and efficient.

GARAGES, SERVICE STATIONS, TIRE SALES AND REPAIR SHOPS

Waterloo Motors Ltd. (Mercury-Lincoln) —Jasper Ave. at 107th St.	Phone 23447
Burrows Motors Ltd. (Dodge and De Soto) —10126 - 106th Street	Phone 29217
Clarke's Service Garage —107th Street and 104th Avenue	Phone 29472
Cory and Crough Garage and Driv-Ur-Self —10050 - 100th Street	Phone 25262
Dominion Motors (Ford - Monarch) —107th Street and Jasper Avenue	Phone 22611
Edmonton Tire Co. Ltd. —10263 - 102nd Street	Phone 22250
Healy Motors Ltd. (Hudson Dealer) —Jasper Ave. and 105th Street	Phone 24553
Kenn's Service Garage (Plymouth-Chrysler) —Cor. 109th St. and 100th Ave. (24-hour towing)	Phone 25188
Loveseth Service Station —106th Street and Jasper Avenue	Phone 25113
Miller Motor Co. Ltd. (Packard) —10019 104th Street	Phone 26291
Mills Motors Ltd. (Cadillac, La Salle, Studebaker) —Jasper Avenue and 109th Street	Phone 21375
Jensen's Tire and Service Station —10184 - 98th Street	Phone 26433
Price-Andrews Ltd. (Buick - Pontiac) —10040 - 104th Street	Phone 22954
Scotty's Garage —10034 - 103rd Avenue (24-hour towing)	Phone 21454
Seamen's Tire Ltd. —9529 - 102nd Avenue	Phone 28626
Truscott Products Ltd. —10159 - 102nd Street	Phone 27667
Alberta Safety Service —9305 - 111th Avenue	Phone 28960
Brooke's Garage (Willys) —10165 - 103rd Street	Phone 26284
Standard Service Station —10169 - 102nd Street	Phone 24259
Edmonton Auto Spring Works —Corner 95th Street and Jasper Avenue	Phone 26892
Edmonton Motors (Chevrolet and Oldsmobile) —10041 - 102nd Street	Phone 25131

A Well Serviced Car is "A Must" for Mountain Motoring

(Photo by Hamly - Edmonton)





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The Waterloo Motors' Sales and Service premises in Edmonton—the finest in all of Canada—places at the command of motorists the most complete and advanced equipment known to Automotive Service Engineering. A sensational new feature is the exclusive Waterloo "LUBRILIFT", introducing a new technique in motor car lubrication—for the first time anywhere.

Tourists are specially invited to visit Waterloo Motors when in Edmonton, for fast, efficient complete one-stop service.

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Limited

Mercury and Lincoln Dealers for Edmonton and District

Telephone 23447 for All Departments

Jasper Avenue at 107th Street

Edmonton, Alberta

THEATRES

Downtown Theatres

Capitol Theatre—10065 Jasper Avenue.
 Rialto Theatre—10134 101 Street
 Strand Theatre—10211 Jasper Avenue.
 Empress Theatre—10125 Jasper Avenue.
 Gem Theatre—Jasper Avenue, East of
 97 Street.
 Dreamland Theatre—Jasper Avenue at
 97 Street.

South Side and Neighborhood Theatres

Garneau Theatre—87 Avenue and 109
 Street.
 Varscona Theatre—10907 82 Avenue.
 Princess Theatre—Whyte Avenue be-
 tween 103 and 104 Street.
 Roxy Theatre—10708 124 Street
 Avenue Theatre—9420 118 Street.

PLACES TO DANCE

Should the tourist feel the urge to trip the light fantastic there are several good places to dance:

Trocadero Ballroom—10139 103rd Street

Skyland Ballroom—Aircraft Repair
 Bldg., Airport

Club Roosevelt—9928 Jasper Avenue

Club Anton—10595 - 101st Street

Rustic Inn—2 miles south on 156th St.,
 from Stony Plain Road, and 1 mile
 west.

The Lingnan Chop Suey House

Situated in the Heart of Edmonton's Chinatown

**Tantalizing Chinese dishes prepared for your
 dining pleasure, and served in an atmos-
 phere of good taste and quiet refinement.**

Be sure to include in
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Clean-Rite Cleaners—9546 - 111th Avenue.....	Phone 71355
Superior Cleaners and Dyers—11071 - 95th Street.....	Phone 21911
Scona Dry Cleaners and Dyers—8228 - 104th Street.....	Phone 34632

This booklet was designed, created and lithographed by the Hamly Press Limited, Edmonton, for the purpose of assisting visitors to Edmonton in becoming acquainted with the city. Copies may be obtained from any of the business concerns advertising in these pages. Your copy will be an excellent souvenir of your visit to the City of Edmonton.

THE DEVELOPMENT OF EDMONTON AIRPORT

AN IMPORTANT POINT OF THE GREAT CIRCLE ROUTE FROM
NORTH AMERICA TO THE ORIENT

By James A. Bell, Edmonton Airport Manager

EDMONTON, like most cities, experienced a boom in aviation after the first World War. Demobilized war pilots and a growing army of new flying enthusiasts kept the air over Edmonton humming with aircraft.

A scant 100 miles north of Edmonton transportation from that point down to the Arctic was dependent on the rivers in summer and dog teams and man's own two legs in winter. The vast, undeveloped country cried for something better and the aeroplane provided the ideal solution.

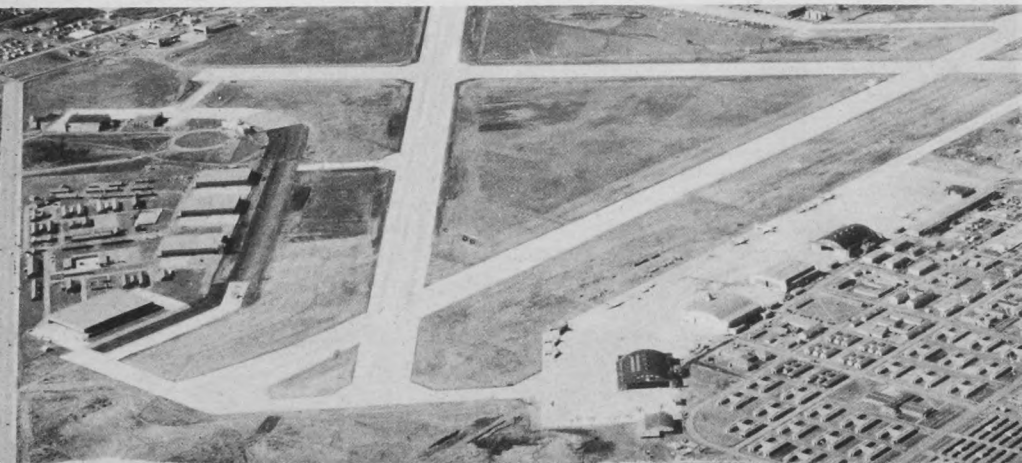
The hardier and more venturesome of the old barnstorming pilots turned their attention to these demands. Almost overnight the bush pilot was born and aviation history was being written. Flying in the north soon proved to be a transportation executive's dream—payloads both ways. Flying trappers, prospectors, missionaries and police went into the north and loads of valuable furs and minerals were flown out.

The City set aside 160 acres (now grown to 750 acres) within the city limits, passed necessary bylaws, and applied for a commercial license. That was granted by the Federal Government making Edmonton's airport the first to be commercially licensed in Canada.

Repercussions were immediate. Pilots and operators ventured further afield, first into the sub-Arctic and eventually into the far Arctic. Furs reached Edmonton within one day, instead of months on the trail, and supplies went down north to almost any point in the same time. Traders took full advantage of the situation and caught better markets through faster transportation.

The Edmonton Airport

(U.S.A.A.F. Photo)



Geologists took a new interest in the north. Their examination and reports of previously unexplored territories attracted prospectors and miners to the area. Aircraft made all this possible and Edmonton became the jumping-off place for most of the activity. It still calls itself "Gateway to the North."

Increased flying made a seaplane base necessary as float-equipped aircraft were required for summer flying in the lake-dotted north. Skis were used in winter. South Cooking Lake, 20 miles from the city was selected as Edmonton's seaplane base. Docks, slipways and administration quarters were built, together with a landing field for the change over from wheels to floats and vice versa.

Another big change began to take place in 1930 when pilots and navigators first flew on Great Circle courses to distant lands. The north-west passage to Asia and the Orient, the ambition of navigators for two centuries, was soon to be achieved, for navigators now saw the possibilities of an air route overland across Canada, the Yukon Territory, and Alaska to Siberia and the Orient.

But the Canadian north remained the mainstay of the air centre at Edmonton. Bush Airlines pushed further afield seeking new territories. The air route down the Mackenzie to the Arctic was opened. Arctic islands became well known and eyes were turned toward the Yukon and Alaska. Asia and the Orient were the next logical steps.

Landing strips and refuelling places were built at strategic points along both routes, eliminating the necessity for aircraft on floats, and bringing bigger payloads and faster journeys. Edmonton became the southern terminal for all this flying.

During the Second World War the airport was taken over by the Federal Government as a training centre. It was enlarged to 750 acres and heavier runways were constructed and the latest navigational aids installed.

Control Tower at the Edmonton Airport





WELCOME TO EDMONTON!

The people of this city welcome you to the land they love. Edmonton is the gateway to some of the most beautiful country you will ever see — Alberta's Park Lands, the rolling territory of the mighty Peace, the Alaska Highway, the magnificent Jasper National Park in the Canadian Rockies. May you enjoy every minute of your sojourn in Alberta.

HEADQUARTERS FOR THE BEST
ROAD AND CONSTRUCTION
MACHINERY

Waterous Limited

PHONE 25118

36th Street and 104th Avenue

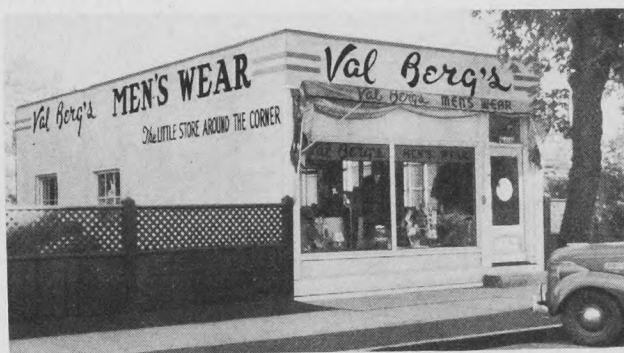
Edmonton, Alberta

Later the Transport Command of the United States moved in, further reconstruction was undertaken, and lend-lease aircraft from the United States were ferried to Russia from here. The flow of air traffic to Asia was in full swing.

Figures from the air traffic control office in Edmonton show that 82,500 aircraft refuelled and used the field on northbound and southbound flights in 1943. A record total of 860 aircraft passed through Edmonton in twenty-four hours on 29th September, 1943.

Three miles from the centre of the city, it is one of the few important airports entirely within the city limits. All utilities such as electric power, water, sewer and gas are easily available. Airport workers and personnel of the many companies can be housed close to their work in modern city homes.

What of Edmonton's future in post war flying? Already there are three major airlines with schedule trips in and out of Edmonton. Their routes go north, south, east and west. There are eight companies running on daily schedule and charter trips servicing mining interests, fur traders, and others. As this article is written a Skymaster from the United States is at the loading ramp in front of the Administration building. This Northwest Airlines ship is refuelling and changing crews for its long trip to Tokyo, Manila and Shanghai, via Anchorage, Alaska. It is on a schedule trip that will link with international air lines on the other side of the Pacific.



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Edmonton, Alberta

TRAIN SERVICE

Three railways, the Canadian National Railway, the Canadian Pacific Railway, and the Northern Alberta Railway serve Edmonton, the railhead of the province. Branch lines offer a complete coverage to all districts radiating from the city, linking them with the mainline and transcontinental runs. From Edmonton many world-famous summer resorts and mountain playgrounds are easily accessible, and the city is the gateway to the great north country.

TO JASPER (C.N.R.)—There are two trains daily to and from beautiful Jasper National Park, where you may enjoy sightseeing, mountain climbing, skiing or fishing. For information on C.N.R. train schedules, phone 21712 or 24731.

TO CALGARY AND BANFF (C.P.R.)—Two trains leave Edmonton daily for Calgary, from where, after a short stop-over (about 3 hours), the traveller continues his journey to such famous resorts as Banff, Lake Louise, Lake Wapta, Lake O'Hara, Emerald Lake, and Yoho Valley. Phone 22822 for information on schedules.

EAST-WEST DEPARTURES FROM EDMONTON—Trains leave daily on the C.N.R., east to Winnipeg-Toronto, Winnipeg-Montreal, and west to Vancouver. Daily except Saturday, there is a C.P.R. train for Winnipeg.

NORTH TO THE PEACE RIVER AND DAWSON CREEK (Northern Alberta Railways)—To the ends of steel, Dawson Creek (496 miles); Hines Creek (382 miles); Waterways (305 miles), the N.A.R. keeps the Far North supplied with essential mining materials and foodstuffs, and serves the great farming area north and west of Edmonton to the Peace River district. Leaves Edmonton for Dawson Creek daily except Sunday. For information regarding schedules to Barrhead, Hines Creek, Waterways, phone 24731.



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AIR SERVICES

Flights leave each day from the large Edmonton Airport, bound for destinations in every part of Canada and connecting with air routes to all parts of the globe.

TRANS-CANADA AIR LINES

The District Traffic Office and the City Ticket Office for the Trans-Canada Air Lines are located in the Macdonald Hotel. At the civic airport the Reservations Space Control for all Western Canada, a Maintenance Department, Cargo and Commissariat Departments are located.

Service offered by the T.C.A. out of Edmonton consists of six flights daily, as follows:

Leave Edmonton 9:20 a.m. for Saskatoon, Winnipeg (connections for Chicago), Toronto and all eastern cities.

Leave Edmonton 6:10 a.m. and 7:20 p.m. for Vancouver, Victoria and Seattle (connections for California).

Leave Edmonton at 6:10 a.m., 1:00 p.m. and 7:20 p.m. for Calgary (1:00 p.m. flight through to Lethbridge (connections for California)).

CANADIAN PACIFIC AIR LINES

Servicing North West Canada out of Edmonton, the C.P.A. has District Traffic Offices and Ticket Office in the C.P.R. Building.

The Yukon Flight, daily except Sunday, heads into the heart of the Peace River country, follows the Alaska Highway over the virgin timber and big-game hunting land of British Columbia, and reaches Whitehorse in the Yukon Territories. Whitehorse is a transportation centre from where you reach Dawson by air or boat, Fairbanks, Alaska, by air or road, Skagway and Juneau by rail and air.



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FOUNDERS IN IRON, BRASS AND ALUMINUM

Phone 23216

9111 - 111th Avenue

Edmonton, Alberta

The Northwest Territory Flight leaves Edmonton daily except Sunday for Yellowknife on Great Slave Lake, and down the mighty MacKenzie River to the Arctic Coast, stopping all along the MacKenzie at the oil fields made famous by the Canol project. After changing to float-equipped aircraft the flight continues to Aklavik, white fox fur centre of the Arctic.

The Yellowknife Flight leaves Edmonton twice weekly, via Grande Prairie, Peace River, Fort Vermilion and Hay River for Yellowknife. Phone 25191 for further information.

ASSOCIATED AIRWAYS are fully licensed, non-scheduled charter operators. Aircraft are available for sightseeing, hunting or fishing trips. This company supplies fuel, storage space and service for visiting aircraft, and also operates a flying school here. Associated Airways is located at No. 3 Hangar at the Airport, phone 84535.

BUS SERVICE

All bus lines operate from the Union Bus Depot at 10216-102nd Street. Bus service out of Edmonton is very complete, and all districts are covered. Alberta's mountain resorts are easily reached, and most of the smaller lake resorts are linked with the main lines by bus service.

TO CALGARY AND BANFF (Greyhound)—Five buses leave Edmonton daily from Edmonton for Calgary, three from Calgary to Banff.

TO JASPER (Greyhound)—One bus a day to Jasper.

TO WINNIPEG (Greyhound)—Two buses per day leave Edmonton for Winnipeg via Saskatoon, and two daily to Winnipeg via Calgary and Regina.

NORTH FROM EDMONTON (Northland Arrow)—One bus per day leaves Edmonton for Barrhead and Fort Assiniboine.

There is also one bus daily (Canadian Coachways) from Edmonton to Dawson Creek.

For information about schedules, phone 29411.

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PARKS AND RESORTS

*A*LBERTA beckons the tourist. The lure of the Rockies, of incomparable scenic beauty, the call of Alberta's parks and resorts every year attracts more and more visitors. None of these parks and resorts is more than a few hours from Edmonton. The following table will show you at a glance the distances of the most popular playgrounds and beach resorts from the capital city.

FROM EDMONTON TO:

Jasper	235 Miles	Sylvan Lake	109 Miles
Banff (via Jasper)	421 "	Pigeon Lake	68 "
Banff (via Calgary)	276 "	Gull Lake	91 "
Columbia Ice Fields	355 "	Seba Beach	52 "
Elk Island Park	30 "	Alberta Beach	45 "

These brief descriptions of some of the park and resort areas may help you to decide which to see this season . . .

EDMONTON—Right in Edmonton are city parks which compare with any on the continent. The city has 2,168 acres reserved for park areas, of which 1,300 are in the Saskatchewan River valley.

To provide a day of complete enjoyment, do pay a visit to Queen Elizabeth Park, ideally nestled on the South Bank of the Saskatchewan River, and provided with an outdoor swimming pool, where swarms of youngsters spend happy, care-free hours,

(Continued on Page 48)

Happy Motoring!

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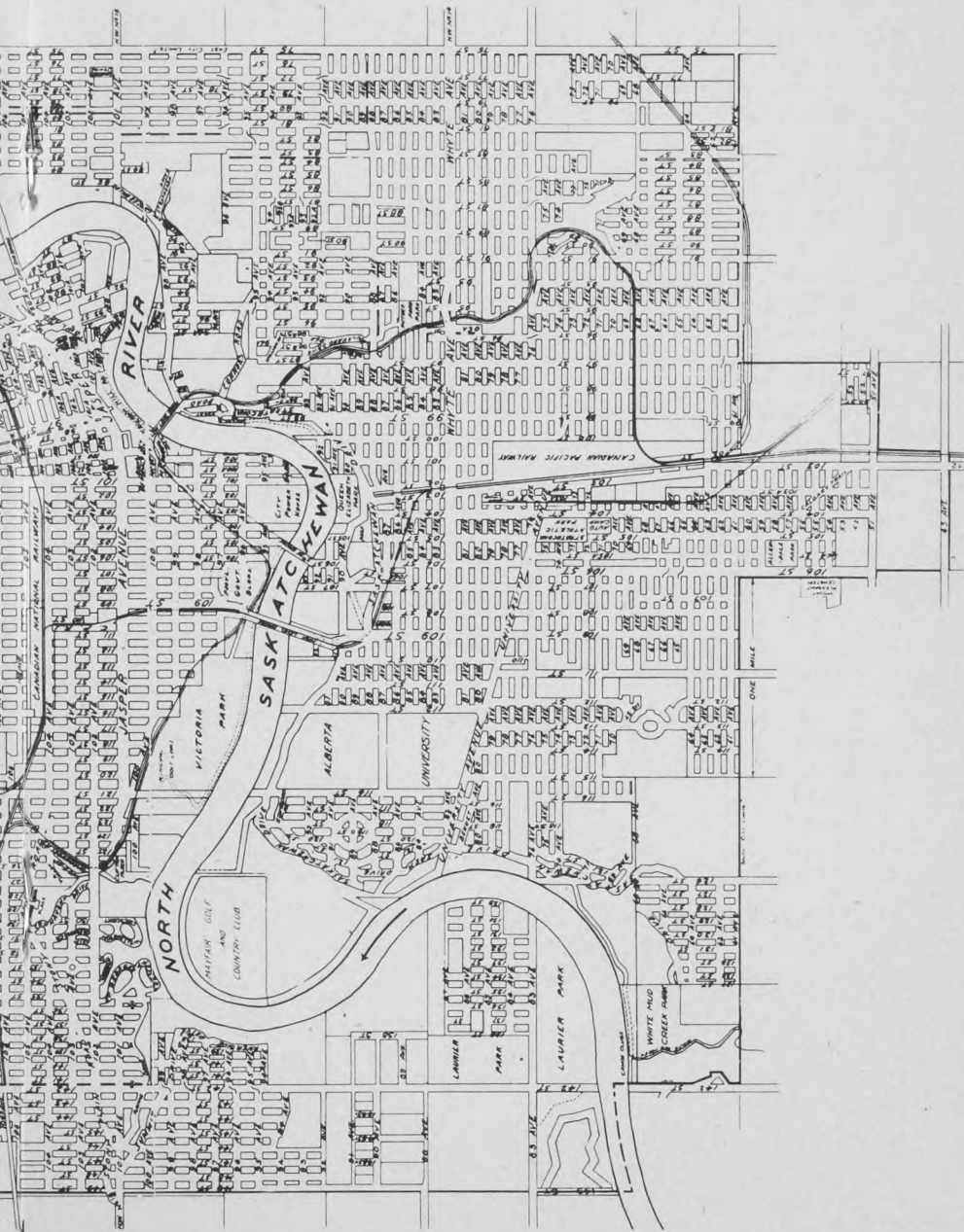
Jasper Avenue at 106th Street

Edmonton, Alberta

THE CITY OF EDMONTON

Official street map of the City of Edmonton showing numbers and names of streets and avenues.





in and out of the pool. There are open grates for casual cooking operations, and a roofed-in dining pavilion.

Victoria Park, consisting of 135 acres, contains the city-owned and operated Municipal Golf Course and Clubhouse, cricket pitch and excellent picnicking facilities.

Queen Elizabeth and Victoria Parks are within easy walking distance of the down-town section of the city.

Strathcona Athletic Park, situated on Highway No. 2 from Calgary, the scene of many feats of athletic prowess, is equipped with athletic grounds, a small race track, grandstand and a beautiful small park.

Borden Park, in the eastern section of the city, houses the Zoo, popular with Edmonton small-fry, as well as an outdoor swimming and wading pool, and is an exceedingly popular Sunday band concert spot.

Whitemud Park, containing 123 acres, some of which is still beautiful, virgin parkland, lies on a river flat in a south western section of the city. Picnicking, boating, bathing and riding concessions have been leased to a private operator. This park caters to out-door minded holiday crowds.

Named after a former mayor, and its founder, Clarke Stadium, is one of the finest sports grounds in Western Canada, equipped with grandstand and bleachers, and provided with flood-light facilities for evening athletics.

JASPER NATIONAL PARK—This famous park in the Canadian Rockies is 4,200 square miles of fabulous holiday-land. The extravagant beauty of the Jasper region is almost beyond belief. Towering, snow-capped peaks soar far into the clouds, and in the valleys rushing streams and gem-like lakes unfold thrilling scenic panoramas at every turn. Bing Crosby, who spent last summer in Jasper while filming "The Emperor Waltz," was so impressed by its beauty that he has been quoted as saying that he planned to return at the first opportunity.

Accommodation at Jasper is excellent. In addition to the beautiful Jasper Park Lodge, there are a large number of attractive tourist and auto courts, a list of which will be found in the Auto-Tourist Court section.

BANFF NATIONAL PARK—From near and far thousands of visitors come every season to see Banff the beautiful, and to spend never-to-be-forgotten vacations at resorts in the Banff National Park. Every summer students flock to the now famous Banff School of Fine Art to study painting, writing, drama, ballet, speech, music and other forms of art. A year-round mountain resort, famous also for winter skiing, Banff National Park embraces an area of some 2,585 square miles of mountain playground.

COLUMBIA ICE FIELDS—These fields of glacial ice, dating back to the Ice Age, are among the most amazing scenic marvels of the world.

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Maligne Lake, Jasper National Park

(Photo Courtesy Wm. Kensit, Edmonton)



ELK ISLAND PARK—This is a Central Alberta Park located about 30 miles east of Edmonton. Containing 51 square miles, it is one of the largest fenced animal preserves in Canada. The outstanding attraction of this park is its herd of bison or plains buffalo, more than a thousand in number. Evidences of the ice age are clearly visible in the low, smooth hills and the numerous lakes left by the retreating glaciers. Camping, swimming and outdoor sports are enjoyed by the tourists, but no accommodation facilities are provided on the park grounds.

SYLVAN LAKE—This is actually one of Alberta's finest lakes, situated (as our chart shows) 109 miles from Edmonton. Attractions include swimming, boating, golfing, tennis, riding and dancing. Tourists cabins are available close to the golf links, lake and the business section of town. Situated only 100 miles north of Calgary, the weather is distinctly "southern"—warm, sunny days and cool, bracing nights—ideal!

PIGEON LAKE, GULL LAKE, SEBA BEACH AND ALBERTA BEACH—These are all up-and-coming resorts, attracting many city businessmen and their families, who like to get "away" for the week-end. Many lucky city wives and children spend all summer at their cottages. Fishing abounds, swimming is at its best, there is moonlight dancing on open-air pavilions and many aquatic sports to cater to your entertainment moods.

WATERTON LAKES PARK—Situated in the south-west corner of Alberta, adjacent to the International Boundary, lies Waterton Lakes Park containing 220 square miles of long lakes and high mountain ranges. The remarkable colouring of the mountains—from reddish and yellow shades to darkening colors of wine and green, then again to purple and tawny gold—never fails to strike the tourist for the first time. The mountains have been shaped by ancient glaciers and erosion from rocks that are among the oldest in the Rocky Mountains. As a result of negotiation between the governments of Canada and the United States in 1932, Waterton Lakes and Glacier National Parks were proclaimed the Waterton-Glacier International Peace Park, commemorating forever the goodwill which has existed between the peoples of the two countries for more than 100 years.

Waterton Lakes Park is accessible by motor highway; and the most direct approach from the United States is by way of the Chief Mountain International Highway which intersects U.S. Highway No. 89 a few miles north of Babb, Montana. The nearest rail points are Pincher and Cardston, Alberta, about 35 miles from the Park. Both points have a bus service to the Park.

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ALBERTA'S BADLANDS—A "must" on every tourist's itinerary is the Alberta "badlands" about 88 miles north-east of Calgary in the Red Deer Valley. Dinosaur Park, as the tourist reserve is called, is a strange, fantastic valley of "hoo-doo's, coulees, red shale hills, ravines and flats, gigantic bones protruding from the wind-carved earth, queerly-shaped earth formations alive with color, dolomites, ammonites, petrified forest remains, the famous Horseshoe Canyon and pre-historic oyster beds." Several years ago, when A. Y. Jackson, famous Canadian water-color artist, explored the valley with Dr. Banting, he wrote: "This is the most paintable valley in Western Canada."

This strange, unusual country was born probably 50 million years ago, perhaps 150 million years—before the Rockies were even formed, when Alberta was a territory of steaming swamps and jungles, when dinosaurs 30 and 40 feet long and often as high basked in the hot winds blowing in from the Pacific.

Where the jungles once steamed, great coal and oil deposits are today. The strange tropical monsters are gone, but their bones may be seen sticking out of the cutbanks and coulee sides.

The visitor never forgets the queerly-colored Alberta badlands—and in the winter time, he can feel the same hot Pacific wind (the "Chinook") blow down through the mountains, the wind that blew a million—aye, a hundred million years ago.

HUNTING



Game in Abundance

ALBERTA is a paradise for hunters, whether they come after large game or small. Tourists wanting to use guns or rifles must get permission from the R.C.M.P. to do so. The national Parks and game preserves provide ample breeding grounds (and protection) for the increase of wild life, and the overflow from these sanctuaries ensures a continuous supply of game—and good hunting!—in the open territory.

Rules governing the issuance and use of firearms will be found under "Pertinent Information."

Here is where to find your game . . .

Big Horned Sheep: Found in various locales within the mountain areas from Waterton Lakes Park to within 100 miles of Peace River.

Mountain Goat: Similar locale, though the old billies prefer to live amid the inaccessible peaks and the most rugged mountains.

Woodland Caribou: All the way from the Athabasca River, north through the foothills and mountains to the B.C. boundary.

Elk: Found mostly in the Pembina-Brzeau reserve. Only a limited number of licenses are issued each year; and only older bulls, with ten points and over, may be taken.

Mule Deer: Abound everywhere from Edmonton north, particularly numerous from the foothills and mountains of Waterton Lakes Park to the northern boundary. Sportsmen can leave the city and be in "muley" territory within a matter of two or three hours by car.

Moose: Somewhat in the same territories as the muley deer, but not quite so close to civilization. Excellent hunting north of the Calgary-Banff branch of the C.P.R. line, right to the north woods.

Grizzly and Black Bear: These babies are for the hunter with the steady heart and the good eye. Hunters after grizzlies should travel in pairs and generally into the mountain areas. The black bears are found there also and closer to civilization as well. They like the timber and park areas of the north—and you may even find them in a farmer's pigpen.

Antelope: Found in the south-east of the province in abundance. May be hunted only with special permit.

Bird Game: Conservationists consider Alberta one of the world's finest breeding grounds for migratory and other bird game. From Edmonton to the far north, every water hole teems with ducks and geese, snipe, teal, etc. Prairie chickens may be found all over the province. The ruffed grouse prefers the bushland—and thrives in it. The Hungarian Partridge, introduced only twenty years ago, is so wily and quick that it has increased tremendously. The pheasant season is generally restricted and is completely closed on Chinese and Mongolian Pheasants. In shooting birds, always observe the bag limit and remember that Sunday shooting and the use of live decoys is prohibited.

Other Hunting: If you still haven't found your game, there's coyote shooting, jackrabbit shooting, even gopher and groundhog (woodchuck) shooting. Pests such as crows and magpies may be shot any time, in or out of season.

FISHING

THE MOST famous "dry-land" fishing in the world is to be found in Alberta—everything from tiny gold-eyes to salmon trout and mighty jackfish. Motorists visiting the Parks need no fishing license in the Park, since their fee is included in the fee paid at the gate of a national park. The season usually opens May 1st for the Red Deer and North Saskatchewan Rivers and their tributaries, June 1st for the Athabasca River and its tributaries; and June 16th for the Bow River and other southern rivers and their tributaries. Cost of a three-day permit is \$1.00.

FISH AND GAME REGULATIONS

Regulations regarding the open seasons for fish and game vary from year to year. Detailed information regarding seasons and licenses should be sought from the Game Branch, Department of Lands and Mines, Edmonton, Alberta, phone 916229 and from the Fisheries Branch, Department of Lands and Mines, Edmonton, Alberta, phone 91647.

Trout Fishing in a Mountain Stream

(Photo Courtesy Housez Ltd., Edmonton)



SPORTS IN EDMONTON

EDMONTON, like most cities and towns of the west, is typically sports-minded. Throughout the year, summer and winter, general interest in sporting events runs high. The natural vigor and energy of the people in this part of the world expresses itself in a zest for both spectator and active participant games of all kinds.

In summer, of course, baseball, fastball and soccer take the lead in the spectator field. Interest in golf and tennis is keen, and riding and swimming are always summer favorites. Boating, canoeing, and fishing may be enjoyed at most of the parks and resorts in the vicinity.

BASEBALL

The baseball fan can see a good ball game almost any night of the week or on Sunday afternoons. The Senior League plays at Edmonton's Renfrew Park, which, with its grass infield and new lighting system for after-dark play, is one of the best ball fields in the west. Games are played Tuesday, Wednesday, Friday and Saturday evenings, and on Sunday afternoons. Any information regarding these games may be obtained from Mr. John Ducey or Mr. John Beatty, phone 24218.

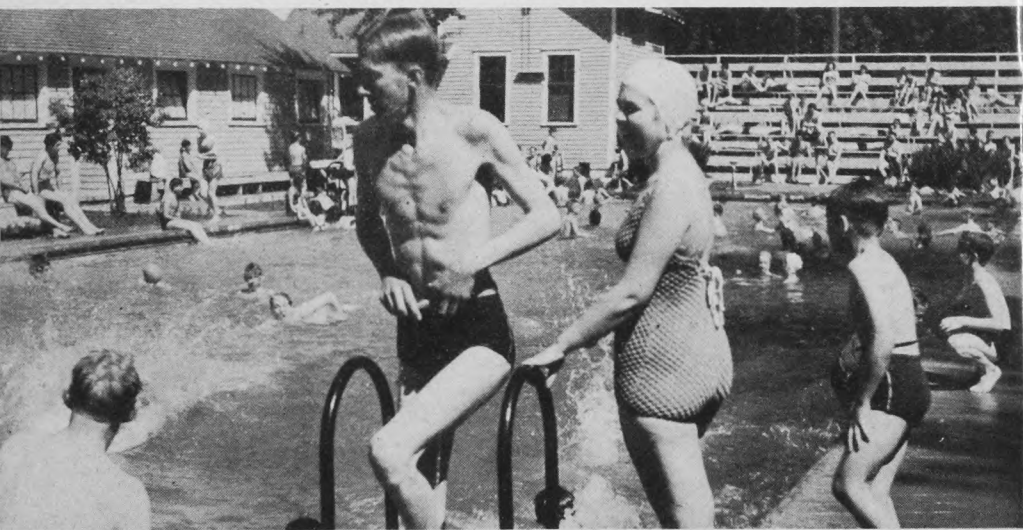
The Junior League operates at Clarke Stadium, another top-notch field, games being played Monday, Wednesday and Friday evenings, and double-headers are staged on Sunday afternoons.

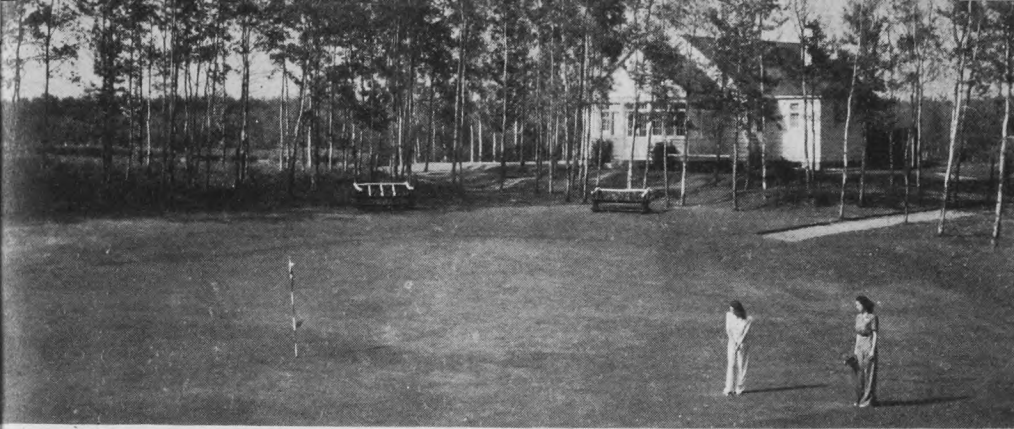
GOLF

For many holidayers golf is quite indispensable, and those whose first thought is a likely game of golf will be pleased to learn that Edmonton boasts several really excellent courses. The Municipal Course, phone 22120, and the Prince Rupert Course, phone 22221, are both public courses. The usual visitors' privileges are extended to all club members at the city golf clubs:

South Side Park Swimming Pool

(Photo Courtesy Publicity and Travel Bureau)





On the Elk Island Park Golf Course (Photo Courtesy McDermid Studios Ltd., Edmonton)

Mayfair Golf and Country Club (an exceptionally fine course)
—phone 32767.

Edmonton Country Club—phone 82189.

Highlands Golf Club—phone 71741.

There is also a very fine course at Elk Island Park, about 36 miles from Edmonton.

TENNIS

Visitors are welcome at the courts of Edmonton's Tennis Clubs. You may enjoy a match on the hard rolled, taped courses of the following clubs:

Glenora Tennis Club.

Civil Service Club.

Garneau Club.

LAWN BOWLING

Edmonton is fortunate in having several excellent bowling greens and anyone desiring to play is cordially invited to any green where he will be welcome and bowls will be provided. Greens are located at: Edmonton Club, Saskatchewan Drive; Garneau Club, Garneau Community Centre; Royal Club, Parliament Buildings; Patricia Club, 10904 - 94th Street; Westlawn, 124th St.; Canadian Legion, Memorial Hall; Highlands Club, 65th St.; Alberta Avenue Club, 9228 - 118th Ave.; C.P.R. Club, South Side Station.

SWIMMING POOLS

Three outdoor pools, municipally owned and operated, and two indoor pools make swimming a popular summer sport right in the city. Even the city dweller can develop a good suntan at the South Side Park Pool (Queen Elizabeth Park), the Borden Park Pool and the West End Pool at 119th Street.

PLAYGROUNDS

Children of all ages are always assured of the most cordial welcome at any of the eleven playgrounds operated by the City of Edmonton Recreation Commission. All playgrounds are supervised by competent instructors.

THE ANNUAL EDMONTON EXHIBITION

THIS YEAR—JULY 12 TO 17

Come to the Fair! Come to the Fair!

If you plan to visit Edmonton this season, Fair Week, July 12 to 17, is the ideal time to come. You will get a glimpse of the whole of Central and Northern Alberta, for the gigantic Edmonton Annual Exhibition is a concentration of the finest agricultural and industrial achievements of the whole area. It is not only Western Canada's leading Livestock and Agricultural show, but also a display medium for Alberta manufacturers and industrial concerns, and for the Provincial and Dominion Governments. It is the show window for the horticulturist, for women's household science groups, for the schools of the area, for art groups and for photographic salons. There are hundreds of interesting and educational exhibits. And of course there is the mid-way—the carnival features—and six whole days of horse racing!

Edmonton invites you to join with the thousands who flock in holiday mood each summer to the Exhibition. See the sights, smell the smells, enter into the festivity and excitement of this gala mid-summer Fair.

Before the Judges, Edmonton Exhibition

(Photo Courtesy Alf. Blyth, Edmonton)





Crowds at the Exhibition Race Meet

(Photo Courtesy Alf. Blyth, Edmonton)

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CLIMATE

Climate—or the weather—always a safe subject of conversation—is delightful in this province. In Central Alberta—and Edmonton is ninety miles south of the geographical centre of the province—the summer climatic conditions are ideal for rapid growth of vegetation and a strong, heavy growth, whether of the various grain crops, roots, garden truck, fodder crops, or cultivated or wild pasture may be looked for with certainty any and every season. While the annual rainfall is comparatively light, it is subject to very little variation and may be depended upon with assurance. The important factor is that most of the precipitation for the year comes during the growing season when it is most needed. When it is further considered that the clay subsoil is retentive of moisture, and there is a total absence of hot, parching winds, it will be readily understood why this comparatively light rainfall, combined with the wonderful richness of soil produces such luxuriant vegetation.

Extreme heat is practically unknown in Central Alberta. During what is known as hot weather in Edmonton, the thermometer seldom registers above 80 degrees in the shade, and a record of 85 is extremely rare. With the absence of humidity, these temperatures cause no distress, and prostrations from heat are unheard of. Even during periods of greatest heat, the nights are always cool. Hot, scorching winds are unknown; and nothing in the nature of cyclones ever visits Central Alberta.

Generally speaking, the snowfall is light, coming at the beginning of winter and remaining until spring; but the depth rarely reaches twelve inches and frequently is barely enough for sleighing.

Low temperatures are registered, but extreme registers are only a very occasional occurrence and usually last only for brief periods. Such records are no indication as to the desirability or otherwise of the climate, as account must be taken of the delightful, bright, dry, calm atmosphere which accompanies low temperatures and of the usual absence of storms.

SERVICE CLUBS

Edmonton may well be proud of the achievements of its service clubs. Kiwanis, Gyro, Lion's, Kinsmen, Rotary, Y's Men, Cosmopolitan, Optimist and others are all a part of a distinguished record. In each and every case the membership is alive to the full meaning of the club's purpose. And whether national or broader in scope, the branches in this city occupy a high place for the way they foster the true spirit of service in their clubs, and encourage by their example the same thing among others.

DOWN NORTH

WHEN the tourist leaves Edmonton for the north, he is traveling "up north," but he reaches that point where the Peace, Athabasca, Liard and Mackenzie rivers flow to the Arctic, he has crossed the Great Divide and is in the land of "down north" with its long, hot summer days and its short nights. Though the break-up comes late to the northland, and the frost starts painting early, the growing season is remarkably rapid because of the moisture, the heat and the long days.

Nowhere is there country more beautiful, game and fish more abundant, sunrises and sunsets more colorful.

Edmonton has long been called the "Gateway to the North," a title rightfully deserved because the capital city is the port that feeds the lush northland its men and materials and receives, in exchange, the rich fur catches, valuable minerals and fish for the tables of America. Down North is the strange Valley of Nahanni—the Death Valley—once almost inaccessible, now easily traversed by plane.



In late years a constant stream of machinery, equipment and supplies have poured into the mining fields of the region. Prospectors fly up now to pan the streams for fortunes, hoping to strike it rich. Trappers go in during the fall months and come back down to Edmonton in the spring, heavily laden with furs. Adventure-some homesteaders have pushed up to the last great pioneer frontier on this continent. Underneath the endless tar sands at McMurray lie oil beds of such richness as the mind of man can hardly visualize. Wild ducks and geese breed by the teeming thousands and the black mosquitoes swarm. This is the strange land of "down north."

Out of this area today are pouring metals and minerals of great importance to the world—gold, silver, copper and uranium, and even such rare metals as beryllium and tantalum. The Great Bear Lake region is the world's most important source of uranium (outside of the Belgian Congo) the secret of the Allied atomic bomb. Along the Athabasca river are thousands of square miles of asphaltic sands; and underlying the Waterways districts are beds of pure coarse and fine salt, with reserves estimated in the millions of tons. That is only a hint of the great natural wealth which the northland holds.

The tourist can go up there—or should we say down there—in a few hours by plane. In the not-too-distant future, we suppose, he will be able to drive through Edmonton to the Arctic over the Alaska Highway and—who knows?—perhaps around the world.



Yellowknife, N.W.T., Goldmining Centre

(Photo by Hamly, Edmonton)

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EDMONTON CHAMBER OF COMMERCE

A VERY cordial invitation is extended by the President, Mr. F. G. Winspear, and the Acting Executive Secretary, Don McKay, to all visitors in Edmonton to visit the offices of the Edmonton Chamber of Commerce, located on the street floor of the McLeod Building, directly across from the Edmonton Post Office.

The Edmonton Chamber of Commerce is now in its 59th year of service to the community, and has the largest membership in its long history, comprised of 1,100 business firms and individuals.

The Council, or executive arm, meets regularly for luncheon and the transaction of the Chamber's business, each Wednesday, at 12:15 noon, in the Corona Hotel. Also on the Council, in addition to the elected executive officers, are elected representatives of Sections and Divisions, Committee Chairmen, Past Presidents and appointed representatives of various other organizations. In addition, Sections and Divisions hold regular meetings for discussion of business items of interest to their particular trade.

The Standing Committee, appointed to undertake specific committee work, have accomplished amazing tasks, with members giving freely of their time and ability to further the work of their Committees. To mention but a few, there are committees on Highways, Taxation, Aviation, Civic Betterment, Legislation, Tourist Traffic, Agriculture and Shipping.

1948 will see the culmination of several years' consideration and research by the Traffic Committee in the installation of parking meters by the City of Edmonton.

Every year the Chamber answers hundreds of enquiries from all parts of Canada, the United States and overseas countries regarding Edmonton, the Alaska Highway, industrial expansion and tourist facilities. It has answered numerous trade enquiries and has acted as a clearing house for many firms seeking import and export agencies. It conducts a constant check on canvasses, contribution appeals and advertising requests through the Donations Bureau. It maintains a complete reference library which is available to the general membership.

Made up of three hundred young business men of the city, the Edmonton Junior Chamber of Commerce devotes endless time and energy to civic betterment and the promotion of greater and better citizenship. Among its activities are numbered the "Get-Out-The-Vote" which receives, naturally, maximum publicity before civic, provincial and federal elections; Beautification, and the Winter Carnival, both of which are conducted annually. The work of the Film Committee has been of interest and benefit to a large number of Edmonton organizations. Ten "Citizenship Awards" have been presented to Edmontonians in appreciation of voluntary and unselfish service in the interest of the community.



Mount Eisenhower, Banff National Park

(Photo Courtesy Publicity and Travel Bureau, Edmonton)

The publishers of the Tourist Guide take this occasion to thank the Edmonton Chamber of Commerce for its co-operation and help in the publication of this booklet.

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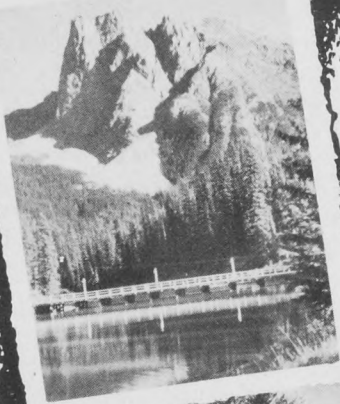
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PRINCIPAL CHURCHES

"The good man goeth to Church," says the old proverb; and in Edmonton there are any number for him to attend. We list a few of the leading "downtown" churches for the benefit of tourists who may wish to visit them during their stay in Alberta's capital city.

Anglican: All Saints (Pro-Cathedral)—10043 - 103rd Street.

Baptist: 10113 - 101st Street.

Christian Science: First Church of Christ Scientist—10814 - 100th Avenue.

Jewish: Congregation of the House of Israel—10102 - 95th Street.

Lutheran: Augustana Lutheran—10837 - 96th Street.

Methodist: Free Methodist Church—8401 - 114th Avenue.

Presbyterian: First—10025 - 105th Street.

United Church: McDougall United—101st Street, corner McDonald Drive.

Roman Catholic: St. Joseph's Cathedral—Jasper Avenue and 113th Street.

Y.M.C.A.: 10030 - 102A Avenue.

Y.W.C.A.: 10032 - 103rd Street.

All Saints' Cathedral, Edmonton

(Photo Courtesy Publicity and Travel Bureau)



ALBERTA IN GENERAL

THE INTERNATIONAL Boundary, over which visitors to Alberta from south of the Forty-Ninth Parallel must pass, is a friendly border. The friendliness is significant, for it not only extends a warm, heartfelt welcome, but as well, it symbolizes the hospitality which pervades every corner of Canada's Princess Province.

Almost as soon as the visitor to Alberta sets foot on Canada's soil, he finds himself in the midst of scenery rich in historical interest. He treads the ground where years before him walked the fiery-blooded Redmen of Indian tribes long since gone. Through here came the intrepid explorers and adventurers from New France, followed by the settlers, the farmers, ranchers and businessmen. Your visitor heads north filled with anticipation of an enjoyable vacation centred in the heart of Canada's most breath-taking scenic splendour.

There are treasures untold for him to see. The mountains and the world-renowned mountain resorts, Jasper and Banff, Lake Louise and Waterton National Park. Fishing and hunting in season, ski-ing in both winter and summer, swimming, horse-back riding, a variety of sports and recreation, all these are offered; enough to suit every taste. Dude ranches in the foothills country offer a taste of range life. Here the men and women from crowded cities can relax in comfortable clothing and, getting close to Nature, learn at first hand what is in the cowboy's heart when he sings of purple sage and bacon frying over an open campfire.

There are the colorful cities of Alberta . . .

Lethbridge, birthplace of Alberta industry and centre of a great mining and irrigation area where from thousands of acres of dry, unco-operative soil, the ingenious hand of man has created one of the most fertile agricultural regions in the world.

Medicine Hat, renowned for her fields of natural gas, her potteries and the industries based on a wide variety of local natural resources . . .

Calgary, famed as the capital of cowland, where wide-hatted range-riders are seen just as often as the more formally attired businessmen, where every summer, in the latter part of July, cattlemen from all parts of the continent meet in competition at the Calgary Stampede, grand-daddy of all western rodeos.

There is Red Deer, gateway to western hunting territory and a thriving smaller city in its own light . . .

Edmonton, the capital city of Alberta, nestling proudly on the fringe of the fabulous wealth of the north country, is a familiar name to the thousands of Americans, military and civilian alike, who thronged her streets and avenues when the Alaska Highway was in the construction process.

There are sights aplenty to see here: rolling fields of the golden grain which in months to come will spell contentment for people all over the world; hundreds of head of buffalo at Elk Island Park near Edmonton, the greatest gathering of the wily bison to be seen anywhere in Canada. There's McMurray in the north country, where rich black oil, seeps magically through every handful of sandy soil. In the Peace River country, the visitor finds the land of world's champion wheat growers. Scores of shimmering lakes in Alberta's warm summer months almost beg visitor and resident alike to don trunks and plunge in for a cooling swim.

Alberta has long been known as a hunter's and fisherman's paradise. Every year scores of capable guides and outfitters conduct expert and amateur through wooded country that teems with game, large and small, feathered, furred and finned.

Alberta beckons the visitor.

And long after you have left her mountain shadows and her city streets, her rich sunsets and her cool night skies, the memories of a glorious holiday will come tumbling back to you.

And some day you will return.

AGRICULTURE



Canada's Richest Farming Lands

EDMONTON is the centre of the largest mixed farming area in Canada, an area which extends as far north as the famous Peace River country. The city produces twenty-five per cent of the entire production of the western Canadian meat-packing industry; and the pay-roll of one packing plant alone is well over \$2,000,000 per year, with the value of its production exceeding \$25,000,000 annually.

The soil zones of Alberta range from the brown soils of the south-east to the grey, wooded area of the north and west; and it is said that the soil just ten miles south and west of Edmonton is the only soil in the world that compares equally with the rich earth of the Ukraine. Some 42% of Alberta's farmers are located in the black soil zone radiating from the central hub of the city. This black soil zone is the largest producer of course grains; and 59% of the oats acreage, along with 68% of the barley acreage, is located within this area.

During the peak of the war effort, central Alberta became a leader in swine production; and the province itself topped the Canadian hog-raising field with about 3,000,000 head in 1944. In 1945, cattle marketings in Alberta totalled nearly fifty million dollars. Alberta breeding stock is famous and in continual demand among stockmen everywhere.

Alberta is a land of amazing contrasts—from the prairies in the south to the bushland of the central area, fanning out again into a mixture of prairie-parkland in the north. The foothills are famous for ranching; grain farming leads in and around the capital city; the north is famous both for its prize-winning grains and its choice-quality livestock production.

When the early historian wrote of the snake fence and the open range where cowbells tonked, he probably never visualized the modern, scientific industry that dairying has become. The milk sheds of the black soil zone contain more than one-half the milk cows of the province; and in 1945, the factory value of cheese and milk from this area amounted to some \$34,000,000.

North-west of Edmonton lies the valleys of the mighty Peace, a country famous for its wheat kings. In this area over one and one-quarter million acres are now under cultivation, and over a quarter-million head of stock graze on the pasture lands. The Alberta government is clearing and breaking hundreds of thousands of acres of virgin land for the benefit of its returned war veterans, which means that many additional thousands of dollars worth of food products will come from the north in the coming years.

Alberta has been likened to a waking industrial giant; this being so, the province is also a nourishing mother, with a rich larder of foodstuffs for her children and the world. It is through Edmonton that the agricultural products of northern and central Alberta pass to world-wide markets.

TOURIST INFORMATION AND ACCOMMODATION BUREAU

EDMONTON'S Tourist Information and Accommodation Bureau is located on the ground floor of the Provincial Building, in the heart of the down-town area, one block from the Post Office, and close to shopping areas, hotels, theatres and places of amusement.

A cordial invitation is extended to all visitors to drop into the Bureau, where an efficient staff is on hand to assist in all travel requirements.

The Bureau has an adequate supply of informative folders and other descriptive literature pertaining to Central and Northern Alberta regions, the Alaska Highway, and the National Parks of Alberta.

Attractive and practical road maps of Alberta are also available. Too, an eight-page pamphlet, incorporating a map of the City of Edmonton, showing the blazed scenic drive, and outlining points of interest, places of amusement, hotels and churches, is available for distribution, and will afford something for the visitor, not only for his use while in Edmonton, but to take home and thus recall memories of a pleasant vacation in Edmonton, the Friendly City.

The Bureau also maintains a complete listing of temporary accommodation for housing visitors while in Edmonton and invites all tourists to avail themselves of this service. Accommodation which has been listed with the Bureau has been inspected and priced, and is in addition to the facilities of the city's various hotels.

Maps and Information are Available at the Bureau

(Photo by Kensit)





The Bureau Staff Assist in Route Planning

(Photo by Kensit)

The Bureau is open daily, excepting Sunday, from 9:00 o'clock in the morning until 10:00 o'clock at night, to welcome you. You are invited to sign Edmonton's guest book.

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LETHBRIDGE

LEDUC OIL FIELD

CANADA'S newest and fastest growing oil field has made an "oil town" out of Edmonton. The provincial capital, long known as the Gateway to the North, has acquired a new outlook as the result of recent spectacular oil developments in this district.

The new Leduc field, 15 miles southwest of Edmonton, was discovered by Imperial Oil Limited on February 13, 1947, when that company brought the first well into production. The field was not yet a year old when some authorities hailed its discovery as Canada's outstanding economic development of 1947.

It was inevitable that Edmonton would become directly involved in the new oil expansion program. The city is right on the field's front doorstep. It serves as an important centre of supply and as development progresses it will become a refining and distribution centre for finished petroleum products.

The "kick in" of Imperial No. 1 on that wintry afternoon early in 1947 gave tremendous impetus to oil exploration and development work throughout Alberta. The growth of Leduc field itself already seems to have justified the early enthusiasm of those who predicted a great future for the new source of petroleum.

The discovery came at a time when Canada was in great need of additional supplies of crude. Of 95,000,000 barrels of petroleum products used in Canada in 1947, less than 10 per cent came from her own fields. The remainder was imported from the United States and South America with payment required in U.S. dollars.

Leduc's importance in this one regard was referred to recently. It was predicted that enlarged production at Leduc within the next four years will be sufficient to replace \$125,000,000 to \$150,000,000 worth of crude which otherwise would have to be bought outside Canada with U.S. dollars.

In little more than a year Leduc has grown from a group of four wells to a field of major importance. By late spring of 1948 there were about 60 producing wells in the area and about 25 drill rigs working on new holes.

A graphic indication of the rapid development is seen in comparative figures of daily production. By September of last year 11 wells were producing an average of 1,095 barrels of crude a day. By spring of this year the daily average production had jumped to 5,500 barrels.

The proven area now covers roughly 10,000 acres. Production is being taken under modern conservation methods with 125 barrels daily per well the average allowable under Alberta government regulations. Within the area so far proven, oilmen estimate reserves of at least 100,000,000 barrels of crude.

Almost from the start of the field Edmontonians found themselves becoming oil conscious. Oil was something new to this city situated in the heart of some of the finest farm lands in the west.



Soon after the first four wells established the fact that an important field existed in the Leduc-Calmar area, many companies hurried to participate in new development. Firms from other Canadian and American centres established headquarters in Edmonton for supplying and servicing oil field drill rigs.

Hundreds of men soon were employed in this newest industry in the Edmonton area. Many of these have found homes in Edmonton and the city's growth has paralleled activity at the field fairly closely in recent months.

Announcement by Imperial Oil that a refinery would be established in Edmonton caused a new flurry of excitement among its citizens. This was a brand new addition to the rapidly expanding industrial life of the city.

Edmontonians were kept posted on the progress of this undertaking throughout the winter for it involved the fabulous task of hauling an entire plant from Whitehorse, Yukon Territory, into the city. Most of this job was done by truck hauling on the Alaska highway and by the summer of 1948 the first unit in the refinery was ready for operation at the Edmonton location.

Supplies are routed through Edmonton to the field and to locations of the several wildcat drilling operations underway in other districts near the city. The sight of heavily laden trucks hauling drill pipe and other massive equipment for drilling is a familiar one to city residents now.

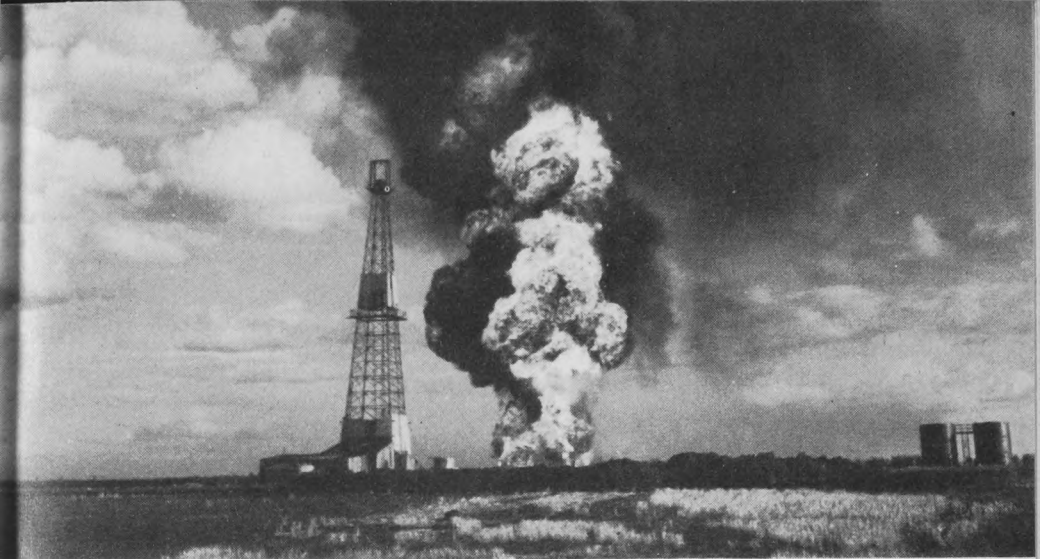
Thousands have visited the field during the past year. On the way to the field visitors may see the pipe line terminal at Nisku, a small town about 14 miles south of Edmonton. Storage tanks and loading racks there are linked by eight miles of pipe line which runs west from Nisku to field batteries scattered among the producing wells.

During this year the plan is to extend that pipe line an additional 15 miles to bring crude direct to the refinery at Edmonton for processing.

Another feature of field development which has attracted many visitors is the new townsite of Devon. This town—so called because of the Devonian structure from which Leduc oil is recovered—was planned to provide modern homes for oil field workers. During last winter the first 25 homes were built, along with a large building for single men's quarters and an Imperial Oil office building.

The town is right in the oil field but has a fine location on the south bank of the Saskatchewan river. All the first group of houses are prefabricated construction and of attractive design.

Work has never stopped on drill rigs from the day the Discovery well became a producer. This also has attracted many visitors, especially on week-ends when many motor to the field to watch drill crews in action on the derricks which dot the area for several miles.

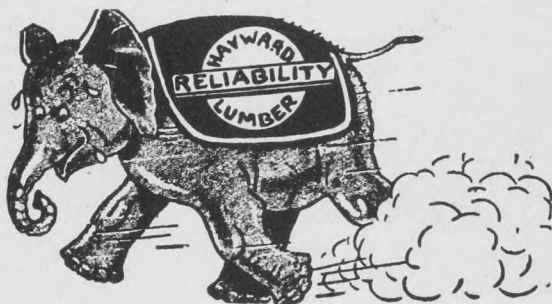


An Oilwell "Blows in" at the Leduc Field

(Imperial Oil Photo)

The limits of the field still have not been established on three sides. But enough is known about it to encourage greater development and oilmen are certain it will make an important contribution to the Canadian economy and provide many badly-needed petroleum products for Canada.

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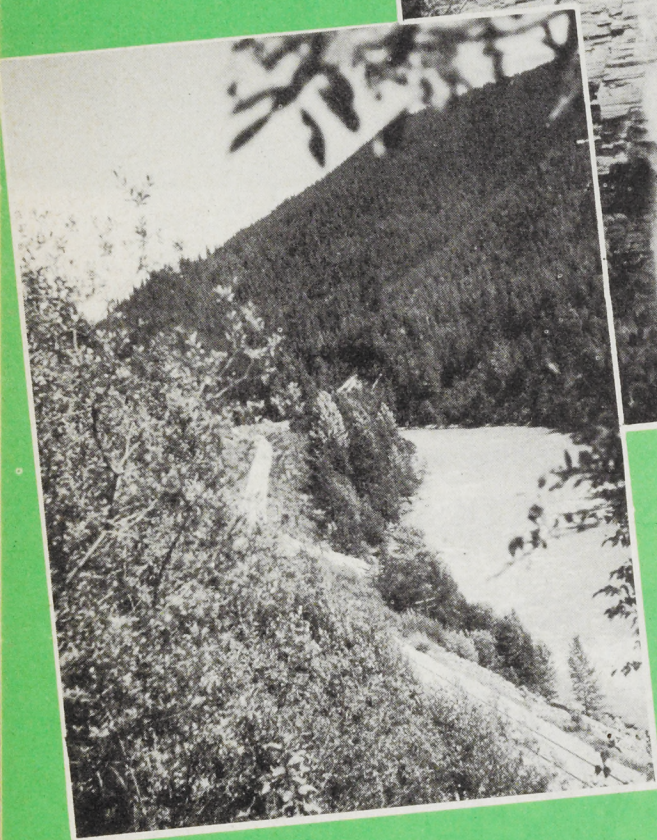
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The Yellowhead Route was re-opened to traffic in 1947. It is the hope of many that a modern trans-Canada highway over routes leading to and through the Yellowhead Pass will be constructed by the Dominion Government in the very near future. Toward this objective the Trans-Canada Highway System Association (Yellowhead Route) is spending much time and effort.

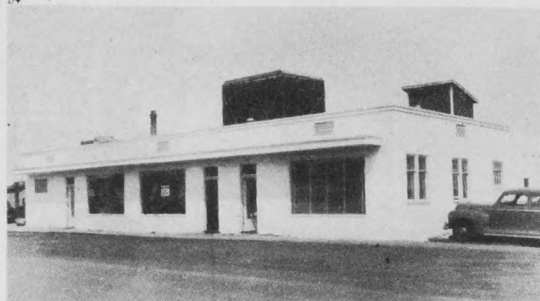
THE YELLOWHEAD ROUTE— TRANS CANADA HIGHWAY

These are only a few of the breath-taking views that may be seen along the Yellowhead Route of the proposed Trans-Canada



Highway. The route traverses wild mountain ranges and verdant valleys of indescribable beauty, linking four national and five provincial parks. It directly connects prairie and coastal areas which now have densest populations or which are most likely to expand.

ICE CREAM BRICKS AND CONES



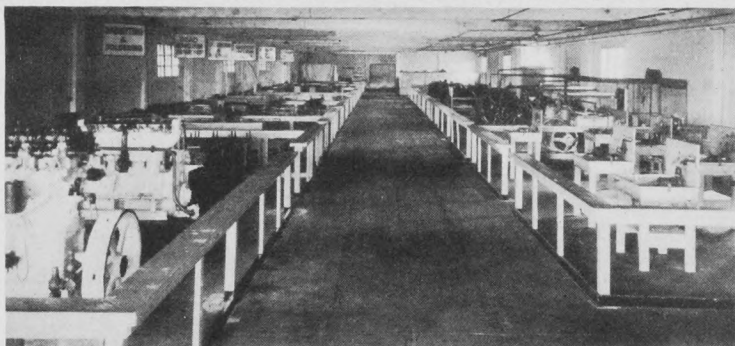
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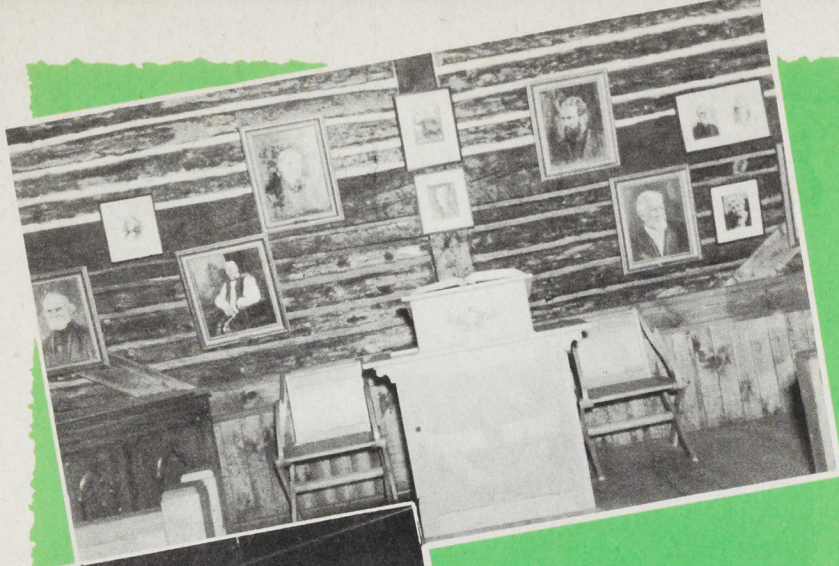
Canada Packers Limited, Edmonton, Alberta, a prize-winning plant, was awarded both gold medals of the Royal Architectural Institute of Canada and the Ontario Association of Architects for beauty of design and simplicity of construction. It is one of the finest packinghouses on the North American continent and serves a large area of Western Canada with fresh Beef, Pork and processed meats, in addition to sustaining a flourishing export trade.



This fine industrial unit is the home of "Maple Leaf" Hams and Bacon, and "York" brand Canned Products.

Canada Packers Ltd.

EDMONTON, ALBERTA



Top: The "Pioneer's Corner"
in the "Little Church by the
River."

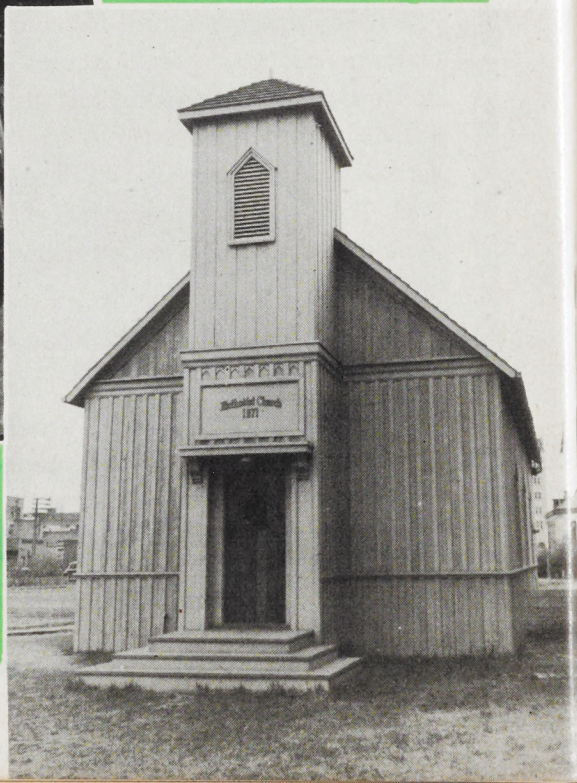
Centre: Many a pioneer
gained fresh courage and
inspiration here.

Bottom: Methodist Church,
1871—a little shrine in the
heart of a busy city.



McDOUGALL MEMORIAL CHURCH AND SHRINE

(Photos by Hamly - Edmonton)



THE GEORGE MCDOUGALL MEMORIAL CHURCH AND SHRINE

By J. T. Stephens

IF YOU are looking for an interesting link with the past you will find it in a little grey church which stands alongside of the more modern structure on First Street, just south of Jasper Avenue.

It is an unpretentious building as it sits quietly there on holy ground, probably listening to the multitudinous noises of the city, but at the same time thinking its own deep long thoughts of the courage and vision of those who built it in those days that seem so long ago. It is a plain little building. Its walls are of polished logs, covered with hand-sawn lumber, and its shingles were all home-made. Its inconspicuous sign tells the simple story, METH-ODIST CHURCH—1871, but this little "Church By The River" is more than that; it is the first Protestant Church ever built outside of the sheltering walls of Old Fort Edmonton, and into the building of it went sweat and blood and tears, and faith.

For a time the little building was forgotten amid the hustle and bustle of modern life, but it has been delightfully restored, and now becomes one of the places which you must see when in the city. Perhaps you would like to go back a few years to get the historical setting out of which came, ultimately, the little Church.

In 1840 there came to the Fort the Reverend Robert Terril Rundle, a minister of the Wesleyan Methodist Church of England. He came with the consent of Sir George Simpson of the Hudson's Bay Company, and was given a commission in the Company. It is eminently fitting that a very beautiful painting of the Fort, presented by the H.B.C., should hang upon the walls of this building.

It is equally fitting that one of our loveliest peaks should bear his name. Mount Rundle is indeed a fitting memorial to him.

For eight long years Rundle journeyed along these unending trails in his "parish without boundaries", and during these years there came to visit him at the Fort, the Rev. James Evans of Norway House, originator of the Cree Syllabic Alphabet, the first attempt to write out the deep thoughts of our Indian people. How he made his type of lead from H.B.C. tea-chests; his ink from soot and fish-oil; his printing press, a H.B.C. fur-press, and birch-bark for paper, is a matter of record elsewhere. Rundle's noblest convert, and certainly the most colorful, was the young Cree Chief, Maskape-ton. He it was who became Rundle's right-hand man, and who, later on, brought peace between the tribes, and helped, with McDougall, to draw up the treaty, signed at Wetaskiwin—Hills of Peace. These gallant figures walk across the stage as we stand before their pictures now in the little Church. Here is Woolsey, Rundle's successor; there is Rowand the Factor, here is Erasmus, "Prince of Interpreters." And here too, of course, is Maskapetoon, surrounded by a brave company of dusky Canadians. Further

along the wall you find other Indian worthies, such as the Steinhauers, one of whom, Robert, bore, with dignity, the degree of Doctor of Divinity, presented by Victoria College. Later came to these parts the McDougalls, George and John, and in process of time, came the building of the first Protestant Church in all this great Northland, and the first building outside of the sheltering palisades of the Fort. The City of Edmonton had begun!

It was called "The Methodist Church", but it was more than that; it became, as the little settlement began to grow, the meeting place of various groups until their own places of worship came to be. Here the Presbyterians worshipped. What more fitting than that pictures of Dr. McQueen and Dr. Andrew Baird should hang amongst the immortals here! Here the Baptists worshipped. Alec MacDonald, and others, speak for them. The Salvation Army held meetings here too.

Pictures of their first officers find a place on the walls. The Moravian Church, with Bishop Hoyler as leader, found sanctuary here too. Here, arranged carefully, a case of trophies of the past is found. Here are Communion Sets, George McDougall's bible, and many other interesting things. Looking down over the little church interior George McDougall and his courageous wife smile in benediction.

Here is Father Lacombe, beloved by all and sundry.

And over here one sees Bishop Gray and Canon Newton of the Church of England. One hesitates a little to break in on the little group as they hang close together in what one might call the "Pioneer's Corner" of this Western Abbey; they being dead still speak—and eloquently. They had seen the face of God, and were not afraid of men. Maskapetoon, who had listened to Hunter the Anglican, Thibault the Roman Catholic, and Rundle the Wesleyan, had said "I will wait until you agree amongst yourselves before I become one of you," but proudly he takes his place with them here—citizens all.

Here too are other citizens. The men who moulded public opinion are here. Rutherford and Frank Oliver, along with McAuley and Groat and Butchart, find their proper place, as do also Factors Hardisty and Rowand. Robertson and Buchanan, Missionary Superintendents, played well their parts and deserve to be remembered. Here too are succeeding ministers of McDougall Church. Whitside, Dean, Hughson, Heustis and others. Here too are the early teachers, Ritchie amongst them.

One rejoices too to see the tribute paid to the women who shared the hardships of those pioneering days. If it was true that these early builders "worked with their simple tools, their sweat, their tears—and hewed and sawed, and built, and gave God praise," it is equally true that the women, whose pictures you see in the building served their day and generation with a devotion and a courage "beyond the call of duty."

As scripture would say: "Time would fail me to tell" of those who, seeing, by faith, the future of this great city, built well, lived

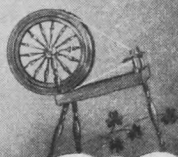
courageously, and backed up their faith with good, hard, solid work. But they are here! In this little sanctuary the years overlap. All the long story of heroisms, privations, weary journeys, teepees, camp-fires, buffalo-hunts, creaking wheels of slow-moving carts, Crees, Stonies, Blackfeet—all is here. These things are written nobly in the faces that hang upon these walls. It is the picture gallery of our faith.

And the quiet river, wakened to life, and music, and tumult, when the H.B.C. brigades made their happy way to the Fort, still flows along at the foot of the hill.

This is historic ground! Walk prayerfully here! It may well be that George McDougall saw in his dreams a city comparable to the one which we now see here, and we are grateful indeed to that group of citizens, headed by Dr. F. S. McCall, who saw to it that this little church, this shrine at the city's heart, should be given its proper place, that you, and all who enter its humble door might feel it to be a voice out of the dim past, an inspiration for the present, and a magnificent challenge to the future.

To men like Mr. Ernest Brown, possessor of treasures beyond compare, as well as to members of the Edmonton Art Club for magnificent service readily given, and to the Hudson Bay Company, along with all others who generously served, the "Church by the River" expresses its quiet thanks.

"This dwelling place of God, this precious shrine,
McDougall's church. What memories are thine!"



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LANDMARKS AND POINTS OF INTEREST



Macdonald Hotel

THE City of Edmonton and the surrounding district is rich in colorful historic lore, and many a landmark has a story to tell. Such familiar sights as the high level bridge, the parliament buildings and many of the old homes along the river drives have behind them dramas which have affected the future of the province and the lives of thousands of citizens.

The following brief descriptions of some of the most interesting landmarks will assist the tourist in discovering the local color of the city:

The tourist to Alberta should be on the alert for historic landmarks; and we hope the following passages will enable him to get just that much extra by way of colour out of his visit to Alberta.

Parliament Buildings: Among the most dignified and beautiful in Canada, they stand on the grounds where fierce Indian battles once were fought. On this spot stood old Fort Edmonton, and here the first Christian service in Alberta was held. Into the Legislative chambers have gone progressive members of all shades of political thought, representative of the forward-looking peoples who have made Alberta unique among provinces. The present Social Credit government first was elected in 1935—the only place in the world to elect an administration running under a Social Credit mandate. In the Parliament Buildings is the Library and Museum, packed with interesting and colorful data.

The Field Force Cairn: On your return from the Legislative Buildings, look (a few yards south) by the Administration Building for the Field Force Cairn, erected to the memory of the task force that, during the Riel Rebellion, engaged Big Bear's Indian warriors in Saskatchewan and prevented an Indian uprising in Alberta.

Legislative and Administration Buildings, Edmonton.



Churches: Alberta is a province of tolerance and freedom, where men of all faiths and creeds pay allegiance, each in his own way, to God. In Edmonton, the tourist will find the Mosque of **Al Raschid**, on 111th Avenue between 101st and 102nd Street, the only Moslem temple in North America. At 97th Street and 108th Avenue, there is the beautiful Ukrainian Catholic Church of St. Josaphat, with its temple crosses rising into the sky.

One cannot mention churches without giving special attention to the old landmarks bearing testimony to two of the greatest churchmen of the west—the Rev. George McDougall and the Rev. Father Lacombe.

The George McDougall Memorial Shrine and Museum is the oldest building in Edmonton and the earliest Protestant church in Alberta. It contains many objects of interest pertaining to the early life of Edmonton and is open to the public every afternoon.

It is an unpretentious building, nestling like the little pioneer mother she is, beside her sturdy off-spring, McDougall United Church. It is a little bit of divinity in the heart of a hustling city, and its walls and roof, carved by McDougall himself out of the trees of this very spot—daring to be the first building away from the safety of Fort Edmonton—declared its faith in the city that was to be. Rightly, within its walls are portrayed, in colors that are as warm as their pioneer courage, the faces of those who sought to found this city in righteousness. It is at once a shrine of memory, a tribute to our fathers, and a little spot redolent with the bracing air of the mountains, the tang of the prairies, and the smoke of a thousand teepees.

Father Lacombe's shrine is the historic mission of St. Albert, eight miles from Edmonton. To the Blackfeet Indians, Father Lacombe was "The man with a good heart"; to the Crees he was "The Noble Soul." The primitive little chapel he built in 1861 is now a part of the historical museum maintained on the original site, with a brick structure built around and over it.

In Wetaskiwin there is a monument to these two Christian men for their efforts in preserving peace with the Indians during the trouble-filled days of that period.

High Level Bridge Spanning the North Saskatchewan River, Edmonton.



Among other Edmonton landmarks well worth your time are the following:

The Edmonton Museum of Arts, directly north of Jasper Avenue, off the Market Square.

The Edmonton Zoo, in Borden Park, east on Jasper Avenue.

The Airport, one of the finest municipal airports in the Dominion of Canada. Edmonton's first aeroplane arrived here in 1911; during the war, the \$12,000,000 airport provided for the planes of the Allied world. Sprawling over 750 acres, with 16 hangars and three concrete runways from 4,500 to 6,000 feet in length, the field can handle the latest and biggest aircraft now in service. About 1,000 people report for work daily and about 125 planes are housed there.

The High Level Bridge, built in 1913, spans the Saskatchewan River valley and links the "two" Edmontons.

The Macdonald Hotel, owned by the Canadian National Railways, is the finest in Edmonton; it towers above the river valley in the heart of downtown Edmonton and is especially popular with businessmen and clubs.

POSTAL RATES IN CANADA

Canadian postage stamps must be used in Canada. U.S. stamps are of no value on letters posted here.

For your convenience, Canadian postal rates are as follows:

Post Cards—3 cents.

Local Letters—3 cents for first ounce. 1 cent for each additional ounce.

Letters for delivery in Canada, United States, Great Britain, all places in British Empire, France and Spain—

4 cents for first ounce. 2 cents for each additional ounce.

Letters for delivery in all other countries—

5 cents for first ounce. 3 cents for each additional ounce.

AIR MAIL—

Air Mail letters do not have to be posted in a special letter-box, but may be dropped in the same receptacle as ordinary letters.

Air Mail Parcels may be sent at ordinary air mail letter rates.

1. Letters to any place in Canada, Newfoundland or United States—
7 cents for first ounce. 5 cents for each additional ounce.

2. Letters to Europe—15 cents for each $\frac{1}{4}$ ounce.

Note: Write "By Air Mail" on envelope.

Special Delivery

1. 10 cents in addition to regular postage.

2. Air Mail Special Delivery—10 cents in addition to regular Air Mail Postage.

Note: Write "Special Delivery" on envelope.

Newspapers and Periodicals

1 cent for each 4 ounces or fraction thereof.

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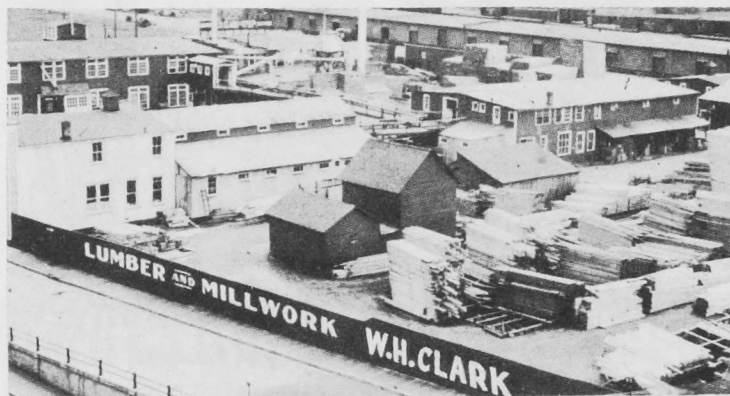
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PERTINENT INFORMATION

GENERAL: The "Friendly Frontier" is easy to cross. No passports or visas are required; but to facilitate your re-entry into the United States, when some proof of citizenship will be demanded by your own Immigration Department, you should bring along some identification—your Birth Certificate, Voter's Identification Card, or something equally effective.

American money is acceptable at par or better anywhere in Canada—and you will generally find that your dollar buys more here than at home.

There are no photography restrictions in Alberta.

GENERAL INFORMATION FOR TOURISTS

CANADIAN CUSTOMS REGULATIONS

For Forty-eight Hours

Automobiles may be entered at any Canadian port for touring purposes only for a period not exceeding 48 hours by the owner surrendering his State license card, which is handed to him on his return journey.

For Two to Sixty Days

For a period of sixty days a tourist may bring his car into Canada for touring purposes only and return by the port of entry or any other port without bond or deposit, the only requirements being the possession of a State license identifying the car, and the completion of the necessary duplicate customs forms, on which particulars of the car are recorded. One form is retained by the Customs Officer and the other by the motorist, which is to be surrendered by him at any port of exit on leaving Canada.

(Continued on Page 88)

NATURAL

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North—97th St. and 111th Ave.

West—115th St. and Jasper.

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An extension of the above sixty-day permit to six months from the original date of entry may be obtained without bond or deposit by making application to any Customs Office in Canada before the expiration of the sixty-day permit.

The automobile of any tourist not returning within the time limit specified on his permit is liable to seizure. Should an unforeseen delay occur, prolonging the time of stay in Canada beyond that mentioned in the tourist's permit, the Customs Department, Ottawa, should be communicated with at once.

Tourist's Outfits

Entry is permitted into Canada, without deposit of rifles, shotguns, fishing tackle, golf clubs, tennis racquets, outboard motors, tent and camp equipment, and cameras previously used by the tourist and imported for personal use. Dogs and other animals imported for hunting or as pets are also admitted without deposit.

Firearms

The Dominion Government Regulations permit the importation of rifles and shotguns by tourists, but it is necessary that such firearms be registered with the Police Authorities upon arrival at destination in Canada.

In the case of revolvers it is necessary that Police Permit be obtained from the Canadian Police Authorities and then application be made to the Department of National Revenue, Customs and Excise Divisions, Ottawa, for Import Permit. A deposit equal to duty and taxes payable on revolvers is collected which will be refunded when proof of export is furnished.

The entry of automatic firearms and revolvers is prohibited.

Goods

Reasonable quantities of consumable goods are admitted duty free, such as fifty rounds of ammunition, gasoline and oil sufficient for three hundred miles by automobile, one or two days' food supply and small quantity of positive film.

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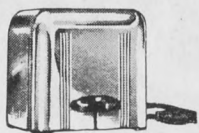
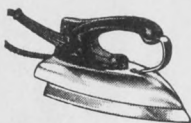
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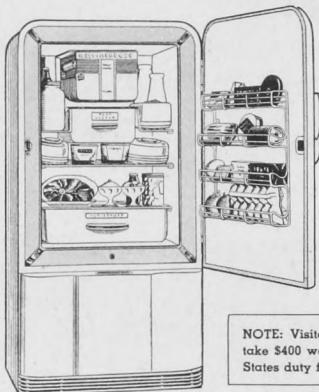
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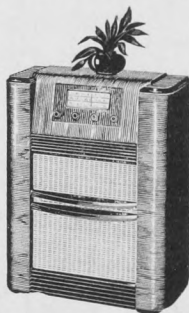
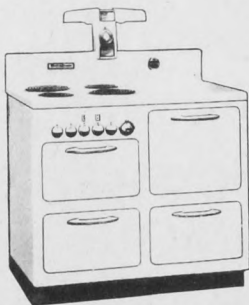


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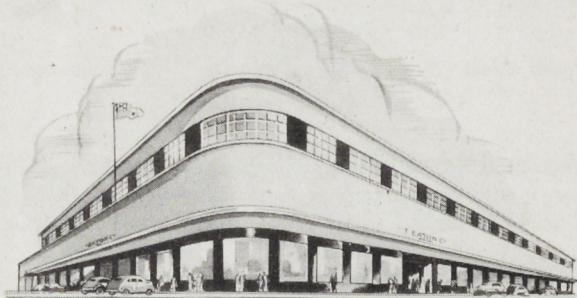
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